



WWF

REPORT

DK



CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-DENMARK'S CORPORATE
PARTNERSHIPS FISCAL YEAR 2017

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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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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 July 1 2016 - June 30 2017 (FY17).

TAKING BOLD COLLECTIVE ACTION

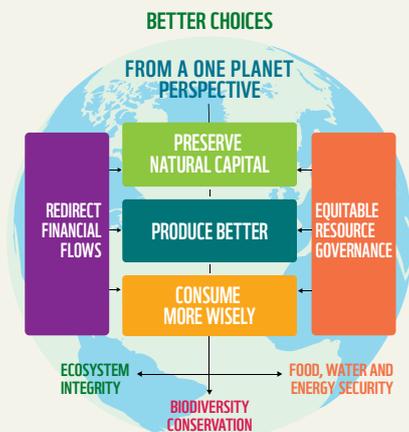
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – on wildlife, forests, oceans, water, 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 drives is strongly inclusive of 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 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 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. As the [2016 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, over-fishing, water scarcity and climate change. The private 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. The private sector is also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

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

More specifically, our work with the private 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](#) and the [Consumer Goods Forum](#)) 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 (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 WWF-Denmark 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;
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 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 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 favour 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 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.

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 business.

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 private sector relationships, their intent, objectives and impacts, of which this report is one part.

This report presents an overview of the partnerships that WWF-Denmark had with individual companies in FY17.

INFORMATION ON WWF-DENMARK'S CORPORATE PARTNERSHIPS - PART 1

The following list of companies is an overview of all the corporate partnerships that WWF-Denmark had in FY17 with a contribution greater than EUR 25,000.

DANSK SUPERMARKED GROUP

As one of the largest retailers in Denmark, Dansk Supermarked Group (DSG) sells seafood for more than a billion Danish kroner each year.

In 2013, WWF-Denmark and DSG entered a strategic long-term partnership with the overall purpose to increase the procurement of and demand for sustainably produced seafood products. The partnership includes all Netto, Føtex and Bilka grocery stores in Denmark. The role of WWF-Denmark is to keep track of the sustainability of seafood products across DSG's entire product portfolio (45-50 species), and to provide continuous advice on sustainable seafood sourcing. The partnership also includes related product groups such as fish supplements and pet food. The partnership is contributing to a gradual shift in the Danish and international seafood sector toward having more sustainable products in their assortment. DSG 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 DENMARK

IKEA and WWF have a global strategic partnership

that commenced in 2003 is still ongoing. The overall focus of the cooperation is to expand sustainable production of cotton and wood, thereby increasing the share of sustainably produced products in IKEA's product portfolio, and to protect freshwater resources globally.

In 2013, WWF-Denmark and IKEA Danmark signed a running 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 ongoing communication. The partnership has resulted in annual marketing campaigns through which IKEA has collected money for WWF-Denmark by donating a share of the revenue from products related to the particular campaign. All campaigns aim to increase customers' awareness of the conservation issue in question, while providing a platform for collecting funds and promoting the partnership.

CORPORATE ID CARD

Industry
Retail

Type of partnership
Sustainable business practises

Conservation focus of partnership
Food (seafood)

FY2017 budget range (EUR)
25,000 - 100,000

For more information, click **HERE**

CORPORATE ID CARD

Industry
Retail

Type of partnership
Communication and awareness raising

Conservation focus of partnership
Forests

Water

FY2017 budget range (EUR)
25,000 - 100,000

For more information, click **HERE**

STROMMA DENMARK 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, Stromma 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, Stromma 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 LEGO Group has been part of WWF's Climate Savers* program since 2013.

As a Climate Savers partner, LEGO Group has taken on two commitments: To become best in class in reducing greenhouse gas emissions, and to influence market or policy developments by promoting their vision, solutions and achievements. In 2017, the agreement was renewed with updated targets for LEGO Group: To reduce CO2 emissions per produced ton of LEGO bricks by 10 percent below 2016 levels by 2020, and to ensure that 100 percent of its energy consumption is balanced by production of renewable energy sources from 2017 and onwards. Furthermore, LEGO Group committed to collaborate with suppliers to reduce their carbon emission impacts across the process that delivers LEGO bricks into consumers' homes.

As a result of the Climate Savers partnership, LEGO Group is now also working on developing more sustainable plastic bricks. In this connection, LEGO Group has partnered with WWF-US to secure fully sustainable sourcing of raw material. In 2018, the first sustainable LEGO bricks will be launched – made of plant-based plastic sourced from sugarcane and certified by the Bonsucro standard.

**The Climate Savers Programme is WWF's global platform to engage business and industry on climate and energy. Member companies take 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 intention of the programme is to inspire a change in thinking about climate solutions in companies and encourage them to transform themselves in low-carbon leaders, acting as agents of change within their sphere of influence. This leaves member companies better placed to avoid carbon-related risks while realising opportunities within their long-term business strategies.*

CORPORATE IN CARBON

Industry
Tourism and transport

Type of partnership
Sustainable business practises

Conservation focus of partnership
Oceans

FY2017 budget range (EUR)
25,000 - 100,000

For more information, click **HERE**

CORPORATE IN CARBON

Industry
Toys

Type of partnership
Climate Savers*

Conservation focus of partnership
Climate & Energy

FY2017 budget range (EUR)
25,000 - 100,000

For more information, click **HERE**

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 WWF-accounts to WWF's general conservation work.

DUSTIN

Dustin supports WWF-Denmark financially through its climate partnership with WWF-Sweden.

Through the 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.

H&M

H&M group and WWF-Sweden first entered into a partnership in 2011.

The partnership, focusing on water stewardship, aims to raise awareness and improve responsible water use throughout the entire value chain. By end of 2015, the work of the partnership led to improved water awareness among H&M staff and suppliers. It also brought stakeholders from business, civil society and politics together to contribute to more sustainable water management in entire river basins in China and Bangladesh. In 2016, the partnership was expanded to also include climate action and a strategy dialogue. In autumn 2016, H&M and WWF teamed up to offer an exclusive collection for children featuring some of the world's most wonderful wildlife. Each product was made of certified organic cotton and followed strict environmental and social criteria. H&M donated 10 percent of the sales in each market to that market's local WWF office. The funds were earmarked for WWF's work in conserving species at risk.

CORPORATE ID CARD

Industry
Banking

Type of partnership
Philanthropic

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

FY2017 budget range (EUR)
25,000 - 100,000

For more information, click **HERE**

CORPORATE ID CARD

Industry
IT products and services

Type of partnership
Philanthropic

Conservation focus of partnership
Climate & Energy

FY2017 budget range (EUR)
25,000 - 100,000

CORPORATE ID CARD

Industry
Clothing

Type of partnership
Communication and awareness raising

Conservation focus of partnership
Wildlife

FY2017 budget range (EUR)
25,000 - 100,000

For more information, click **HERE**

INFORMATION ON WWF-DENMARK'S CORPORATE PARTNERSHIPS - PART 2

The following list represents all corporate partnerships that WWF-Denmark has with an annual budget up to EUR 25,000.

- L'Esprit Du Vin ApS
- Energiselskabet Natur-Energi A/S
- Naturli' Foods A/S
- Søndervig Sandskulpturfestival ApS

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

- EY - Ernst & Young Danmark
- Bech-Bruun Advokatpartnerselskab
- Løje, Arnesen og Meedom Advokatpartnerselskab
- Dagbladenes Bureau
- Sky-Watch A/S

PRIVATE FOUNDATIONS

Support from Danish private foundations constitute 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 and terrestrial ecosystems as well as forests in Vietnam and Myanmar. Furthermore, the contributions of the foundations are of great importance for WWF-Denmark's continued operation and further development of initiatives targeted at the next generation such as Panda Club, Wild School and the youth competition, Wildlife Reporters.

The following list represents the private foundations that have provided financial support for WWF-Denmark's work during the period July 1 2016 - June 30 2016 (FY17).

- Aage V. Jensen Naturfond
- Aage V. Jensen Charity Foundation
- VELUXFOUNDATIONS
- 15. juni Fonden
- Inge & Skjold Burnes Fond
- KR Foundation
- Steen Daugaards Fond
- Beckett-Fonden
- Ole Kirk's Fond
- Etatsraad Georg Bestle og Hustrus Mindelegat
- Fru Ellen Bremerdals Fond
- Metro-Schrøder Fonden
- Martin Petersens Mindelegat
- Fru Ellen Bremerdals Fond
- Toyota Fonden
- Familien Hede Nielsens Fond
- Fonden Wonderful Copenhagen
- O.P. Christensen og Hustrus Fond
- Victor Boxenbaums Fond
- Det Bertouch'ske Familielegat

CORPORATE CLUB

The following is an overview of the companies that WWF-Denmark engaged with through its Corporate Club* in FY17. 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 Rødovrecentrum
- Abens Træfældning
- A-consult A/S
- ACUPUNCTURESHOP.COM ApS
- Add-On Products
- Aksel Benzin A/S
- Aluflam A/S
- Antirust Bondovej
- AquaPri A/S
- AV-HUSET A/S
- avXperten.dk
- Bedre Nætter
- Bilcentret Peer Glad A/S
- Billigeforbrugsålan.dk
- Biofiber-Damino A/S
- Biosthetique A/S
- Bjerre og Lindskog ApS
- Bjerringbro Kontorforsyning ApS
- Bondtofte & Co
- Bookmundi ApS
- Brdr. Hansen Entreprise ApS
- Brdr. Løkke ApS Tønder
- Chaos Consulting Group
- Cheminor A/S
- Cilaj Energi A/S
- Coffee Break ApS
- Conscius A/S
- Copenhagen Business Service ApS
- Dankemi A/S
- Dansk Miljøforbedring AS
- Den Jyske Kontrolcentral A/S
- Design by Witt ApS
- Desitek A/S
- DMC Denmark A/S
- DT Group A/S
- East Consult A/S
- Ejendomsselskabet Oasen ApS
- Elkem Nordic A/S
- Elto ApS
- Energi Danmark Forvaltning A/S
- Entreprenørfirma Brdr. Møller A/S
- Esromgaard
- Essential Foods P/S
- Euroselect DK
- Feriecenter Slettestrand A/S
- Firtal Web ApS
- Fjellerad Transport ApS
- Fokus Mæglerne ApS
- Frederikssund Dyreklinik
- Friheden Invest A/S
- Fynbo Foods A/S
- Geniads
- Glarmester Bernhard Guhle ApS
- GodEnergi
- Gulvkanonen.dk
- H.G. Enemark A/S
- Hamlet Protein A/S
- Helge Lønhart A/S
- Hera El- & Instrumentservice A/S
- High on Life v/Mads Bo Pedersen
- Hydratech Industries
- I/S Norfors
- ID Academy Silkeborg A/S
- ILS Danmark
- Jan Slott ApS
- Jensendiesel ApS
- JH Media ApS
- JNJSOFT
- Johs. Provstgaard A/S
- JORD-MILJØ A/S
- JUSTMONEY
- JØRGEN KRUISE A/S
- KaffeIMPERIET Øst A/S
- Katoni ApS
- Kgs. Lyngby Tømrer & Snedkerfirma A/S
- KLS PurePrint A/S
- LAMB Soft- & Hardware
- Lead Supply ApS
- Legaldesk.dk
- LINAK A/S
- Linkogas a.m.b.a.
- LR Realkredit A/S
- Lund Gruppen A/S
- Lydkraft ApS
- Læge Mikael Birch
- Lån.dk ApS
- Malerfirmaet Jørgen Larsen
- Malte Haaning Plastic A/S
- Martin Bencher Group A/S
- Martin Munkebo A/S
- Maskinfabrikken Lykkegaard A/S
- Medico Support A/S
- Merkur Andelskasse
- Micro Technic A/S
- Multiprint A/S
- Munters A/S
- MV Polering
- Maar Consulting
- Nanostone ApS
- Noratel Denmark A/S
- Nordisk Company A/S
- Næstved Dyreklinik
- Ocean Seafood A/S
- OJD Trading ApS
- Outzource ApS
- Overgaard Transformere ApS
- OYOY Living Design A/S
- Pandacig ApS

- PandaConnect A/S
- Paper Collective ApS
- POPYREX A/S
- Partner Dialog A/S
- Persano A/S
- Plant2plast
- Plantasia - The Pink Shop
- Regner Grasten Film
- Rejsebureauet Jesper Hannibal ApS
- RevisionsCentralen
- Rexholm A/S
- RigtigHundemad ApS
- Ring Biler ApS
- Ringsted Elservice A/S
- ROC Danmark ApS
- Raaco A/S
- S.P. Jensen A/S
- Sadolin Glostrup
- Scandinavian Seafood Ltd. ApS
- Scantago ApS
- Schiøtt Installation A/S
- Sigurd Müller Vinhandel A/S
- SIKOM Danmark A/S
- SMOKE-IT
- Smyks.dk
- Spanske Translatører
- Spilnu.dk A/S
- SSV-udvikling ApS
- ST Plast A/S
- Startpakke.com
- Stema Shipping A/S
- Strunge Jensen A/S
- SUPER KOI ApS
- Sv. Søger & Søn ApS
- Svend Erik Lind A/S
- Søndergaard Nedrivning ApS
- Tandlægerne Skørping I/S
- Th. Søndergaard A/S
- TITAN Containers A/S
- Total Ejendoms Service A/S
- Totalrevision Vordingborg ApS
- Uniggardin A/S
- Unika Danmark A/S
- View Point ApS
- Vinens Verden A/S
- VisitNATURE
- VPD bearbejdning ApS
- Vrå Dampvaskeri A/S
- Watson-Marlow Flexicon A/S
- Werner Larsson Fiskeeksport A/S
- www.prestamo.dk
- Xena ApS
- Yding Gruppen A/S
- Yogaudstyr.dk
- Ziegler Service ApS
- Østerbro Tømmerhandel
- Aart De Vos ApS

**WWF Corporate Clubs are membership programmes that provide a platform for companies locally or regionally to support WWF's work. Membership in such clubs does not create a partnership between WWF and the company, and does not imply an endorsement of any nature by WWF of the company or its products and services.*

THE WWF NETWORK*

WWF Offices*

Armenia	Hong Kong	Serbia
Australia	Hungary	Singapore
Austria	India	South Africa
Azerbaijan	Indonesia	South Pacific
Belgium	Italy	Spain
Belize	Japan	Suriname
Bhutan	Kenya	Sweden
Bolivia	Korea	Switzerland
Heart of Borneo Forests	Laos	Tanzania
Brazil	Madagascar	Thailand
Bulgaria	Malaysia	Turkey
Cambodia	Mediterranean PO	Ukraine
Canada	Mexico	United Arab Emirates
Caucasus	Mongolia	United Kingdom
Chile	Mozambique	United States of America
China	Nepal	Vietnam
Colombia	Netherlands	Nigeria
Croatia	New Zealand	Central Africa Office
Denmark	Norway	
Ecuador	Pakistan	
European Policy Office	Papua New Guinea	*As of June 2018
Finland	Paraguay	
France	Peru	
Germany	Philippines	
Great Mekong	Poland	
Greece	Portugal	
Guatemala	Romania	
Guyana	Russia	
Honduras	Senegal & West 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

+25M

WWF has over 25 million followers on Facebook, Twitter and Google+



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.wwf.dk