



WWF

REPORT

NO

CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-NORWAY'S CORPORATE PARTNERSHIPS
2014

INTRODUCTION

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 organization 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 organizations to drive positive change.

The aim of this report is to give an overview of the partnerships that WWF-Norway has with individual companies and the reasoning behind corporate engagement in WWF globally.

In the report WWF-Norway is used when referring to activities in WWF-Norway and WWF-global is used when referring to activities in WWF International or the global WWF-network.

This report focuses on the partnerships between WWF-Norway and individual companies. WWF-Norway is responsible for the (contractual) agreement(s) with the companies concerned.

The income in WWF-global from business represented 13 % of the total WWF network income¹. The income in WWF-Norway in 2014 from business represented 7.6 % of the total WWF-Norway income.

- 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.

OUR WORK WITH THE CORPORATE SECTOR GLOBALLY

Through engagement with the corporate sector/business and industry, WWF-global aims to change behavior and drive conservation results that would not be possible otherwise. WWF seeks to work with those companies that 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.

- 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;

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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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¹ Fiscal year 2013

- 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.

WWF-global 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 WWF-global’s engagement with business is focused on the key themes of commodities, oceans, forests, climate and freshwater. WWF-global works with key companies in priority commodity supply chains to reduce the impact of commodity production and drive demand for more sustainable commodities. The 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 the 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

The 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

The 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-global 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 orangutan.

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-global 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-global 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. WWF-global advocates transparency in action by all stakeholders as a crucial step toward sustainability. We believe that accountability for results and transparency to our supporters on how we deliver those results are key to our approach of working in a constructive, cooperative manner with all our partners.

WWF-global wants 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 reporting publicly on all our company relationships, their intent, objectives and impacts, of which this report is one part.

Partnership Description – Part 1

The following list represents all corporate partnerships that WWF-Norway has with an annual budget of ≥23K EUR:

Aker BioMarine

Aker BioMarine and WWF-Norway have been working together since 2006. Aker BioMarine is a Norwegian fishing- and biotech company that harvests, processes and sells krill products from the Southern Ocean. The purpose of the collaboration is to work together for sustainable management of the krill resources in the Southern Ocean. This is done through participation in the “Commission for the Conservation of Antarctic Marine Living Resources” (CCAMLR), by influencing important management and policy directives, and by working to increase the research and surveillance in the area. An important part is to facilitate the establishment of seasonal closures of krill fishing to preserve the ecosystems that are dependent on krill, and also document and reduce by-catch of marine larvae (fry).

DNV GL

DNV GL and WWF-Norway have been working together since 2012. DNV GL is a global supplier of services that controls and handles risk. The current cooperation agreement was entered into in 2012 and lasts until 2015. The purpose of the collaboration is to strengthen the opportunities of both organizations to contribute to a safe and sustainable future, where natural diversity and ecological processes are taken care of and natural resources are used in a sustainable way. This is done through close collaboration in four main areas: reduction of the negative environmental influences from the international shipping trade, development and promotion of solutions for a renewable society, development and promotion of solutions for sustainable business activity in the Arctic zone and improvement of the relevant standards for sustainability.

CORPORATE ID CARD

Industry
Fishing

Type of partnership
Sustainable business practises

Conservation focus of partnership
Harvesting of krill

2014 budget range (EUR)
25.000-100.000 EUR

CORPORATE ID CARD

Industry
Consulting

Type of partnership
Sustainable business practises

Conservation focus of partnership
**Shipping
CO2-emission
Low-carbon society
Arctic
Sustainability certification/standards**

2014 budget range (EUR)
100.000-250.000 EUR

Havfisk

Havfisk and WWF-Norway have been working together since 2013, but there has been cooperation since 2008 when the company’s name was Aker Seafood. The collaboration with Havfisk is built on the partnership WWF-Norway had with Aker Seafood. The primary goal of the collaboration is sustainable administration of the fishery resources in the areas where Havfisk operates. This includes a joint effort to achieve a stronger co-operation between research and fisheries, and promote good fishery management based on an ecosystem based approach. Trawling is given extra attention, and by-catch of other fish, seabirds and marine mammals will be reviewed. Testing new methods on fishing vessels for surveillance and control of the company’s fishing operations will be implemented. The goal is continuous work towards identifying and implementing new technological solutions and improved fishery management to reduce the environmental influence of the company’s fishing operations. This also includes the reduction of greenhouse gas emissions in the entire value chain.

Ikea Norge

Ikea and WWF-Global have had an international collaboration in the areas of responsible forestry and sustainable cotton since 2002. In Norway Ikea and WWF-Norway have been working together since 2007.

Both parties wish to strengthen their work towards a sustainable future where ecological diversity is protected and natural resources are used sustainably. The goal is to implement activities that inspire Norwegians to live more sustainably within their homes. This includes raising the awareness of sustainable seafood. Here, the goal is that Ikea by 2015 will only sell seafood that is ASC (Aquaculture Stewardship Council) and MSC (Marine Stewardship Council) certified. Another important target area is to reduce waste and to increase recycling, in addition to reduce energy consumption in Norwegian homes. The tea light hunt – a recycling competition for schoolchildren – was arranged by WWF-Norway and Ikea (in collaboration with Grønt Punkt, Syklus and Hydro) annually 2011 to 2013.

CORPORATE ID CARD

Industry
Fishing

Type of partnership
Sustainable business practises

Conservation focus of partnership
**Sustainable fishing
Fishing technology
Ecosystem based management**

2014 budget range (EUR)
25.000-100.000 EUR

CORPORATE ID CARD

Industry
Retail

Type of partnership
Communications and awareness raising

Conservation focus of partnership
**ASC certified salmon
MSC-certified fish
Sustainable life at home (recycling, energy-efficiency)**

2014 budget range (EUR)
100.000-250.000 EUR

MARINE HARVEST Marine Harvest and WWF-Norway have been working together since 2008. Marine Harvest is the world’s leading producer of farmed salmon, with comprehensive fish farming operations in Norwegian fjords and many other countries. The current cooperation agreement was entered into in 2011 and lasts until 2014.

The goal is to reduce and minimize the ecological footprint from the company’s salmon farming in Norway. WWF-Norway and Marine Harvest agree on working with the vital challenges connected to salmon farming: impacts on wild salmon, discharges from freshwater- and saltwater farms, production of fish meal for the farming business and the implementation of the ASC (Aquaculture Stewardship Council) environmental certification for Atlantic salmon.

CORPORATE ID CARD

Industry

Aquaculture

Type of partnership

Sustainable business practises

Conservation focus of partnership

Farmed Salmon

2014 budget range (EUR)

100.000.250.000 EUR

STATKRAFT Statkraft and WWF-Norway have been working together since 2009. Statkraft is the parent company of the Statkraft-group, which is the largest producer of renewable energy in Europe. The current cooperation agreement was entered into in 2012 and lasts until 2015. The goal of the collaboration is to promote renewable energy solutions in Norway and Europe, which can replace fossil energy production and consumption. This is done through cooperating on sustainable hydro- and wind power solutions, both in Norway and in the Balkans (Albania and Turkey). When it comes to hydropower the focus is on upgrades of existing hydro-electric power stations to improve the condition of the environment in Norwegian waterways. We also focus on the use of the international protocol for hydropower (Hydropower Sustainability Assessment Protocol) in new projects. With regards to wind power we work together to map what is needed to build wind-power stations both on land and at sea, with the least possible harmful consequences for nature and the environment.

CORPORATE ID CARD

Industry

Energy

Type of partnership

Sustainable business practises

Conservation focus of partnership

Production of hydro- and windpower

2014 budget range (EUR)

100.000.250.000 EUR

NOFO The purpose of the collaboration with Norsk Oljevernforening For Operatørselskap (NOFO) is to strengthen the oil spill preparedness in Norway. Since 2005 the collaboration has resulted in new personnel resources being available for clean-up operations through training and organizing volunteers. The collaboration commits WWF-Norway to mobilize its volunteers and equipment for NOFO oil-spill operations. The voluntary personnel resources were used during the “Full City” ship grounding in Langesund in 2009 and the “Server” accident outside Fedje in 2007. From the beginning of 2013 and onwards the main focus of the collaboration has been on preparedness, while the training of new volunteers through clean coast courses has been scaled down.

CORPORATE ID CARD

Industry

Oil spill preparedness and recovery
Training and preparedness

Type of partnership

Awareness and communication

Conservation focus of partnership

Oil spill and recovery preparedness

2014 budget range (EUR)

25.000-100.000 EUR

PARTNERSHIP DESCRIPTION – PART 2

The following list represents all corporate partnerships that WWF-Norway has with an annual budget of ≤23K EUR and ≥0,6K EUR, including all in-kind partnerships:

- Accenture AS
- Alfred Berg Humanfond
- Audeo AS
- Avfallsforum Møre og Romsdal
- Barkevik bruk
- Connecto bedriftsmegling
- Csl
- Cultura Bank
- Digiflow AS
- El-Bjørn
- Enova
- Forlaget Unicorn Aps
- Hurtigruten
- Kondomeriet
- Mølen AS
- Norges Rederiforbund
- Norges Sjømatråd
- Norstat Norge
- Norwex Norge AS
- Orre AS
- Pals AS
- Plastikk Media AS
- Reiseklinikken naturvernfond
- Skrindo Holding
- Starcom
- The Thief Hotel AS
- Quality Spa & Resort Norefjell AS
- Unger fabrikker

THE WWF NETWORK*

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	
Fiji	Pakistan	
France	Panama	
French Guyana	Papua New Guinea	
Gabon	Paraguay	
Gambia	Peru	
Georgia	Philippines	
Germany	Poland	
Ghana	Republic of Korea	
Greece	Romania	
Guatemala	Russia	

WWF Associates

- Fundación Vida Silvestre (Argentina)
- Pasaules Dabas Fonds (Latvia)
- Nigerian Conservation Foundation (Nigeria)

*As at June 2014

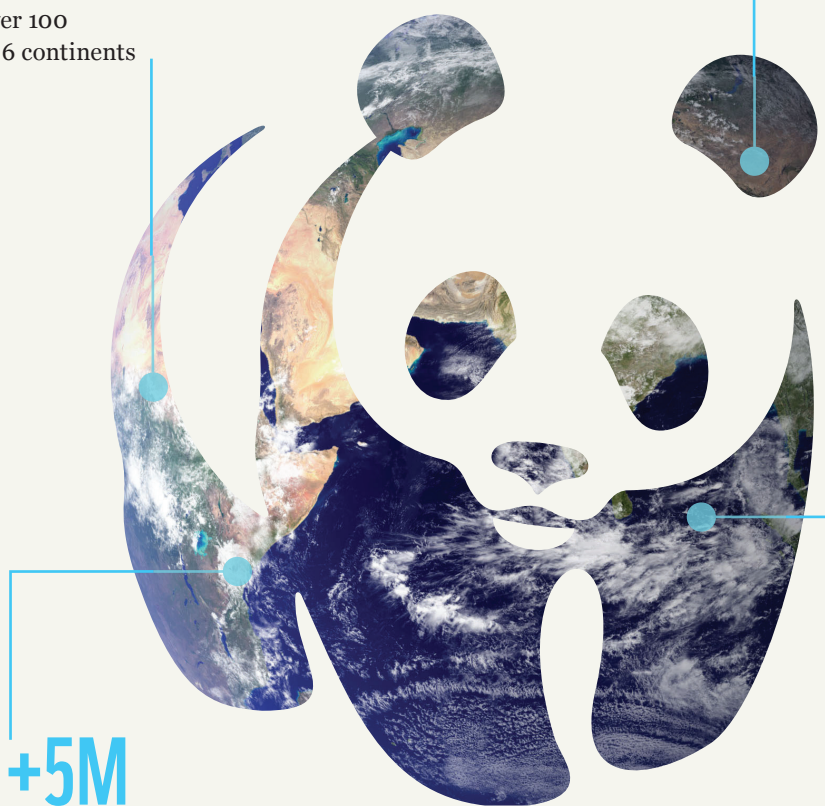
WWF in numbers

+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.wwf.no