



WWF

REPORT

NO



CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-NORWAY CORPORATE PARTNERSHIPS
CALENDAR YEAR 2018

TAKING BOLD COLLECTIVE ACTION

The time to act is now. We are putting 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 cannot 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.

For further information on specific partnerships, please contact WWF-Norway

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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.

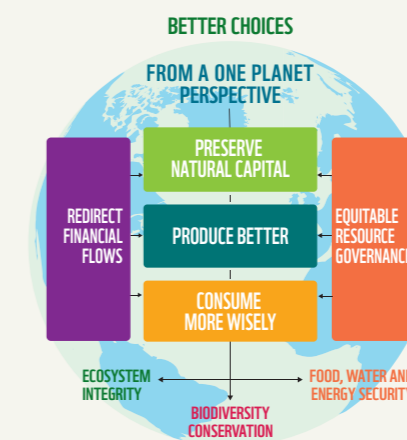
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OUR VISION FOR CHANGE



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 [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, over-fishing, 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 behavior 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 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 WWF-Norway 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 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 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.

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 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.

THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF-Norway has with individual companies. Further detail can be found at: <https://www.wwf.no/stott-wwf/for-bedrifter/bedriftssamarbeid-med-wwf>

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.

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

In financial year 2018, the total income from business represented 6,8% of the total WWF-Norway income.

CONSERVATION STRATEGY OF WWF-NORWAY

WWF-Norway provides critical contributions to support WWF's global programmes both in terms of competence and financial resources. During our actual strategy period

(2017-2020) we work to support the following global programmes: Oceans, Forests, Wildlife, Food, Climate & Energy, Governance and Finance, with varying levels of priority.

We do so within four categories, as follows:

- Long-term partnerships with key strategic actors
- Limited project agreements
- Dialogue agreements (typically a signed Memorandum of Understanding, MoU) with limited or no economic incentive)
- Philanthropic agreements (such as those provided by «Corporate Clubs», sponsorships and cause-related marketing agreements)

INFORMATION ON WWF-NORWAY'S CORPORATE PARTNERSHIPS

The following list represents all corporate partnerships that WWF-Norway has with an annual budget greater than EUR25,000.

DNV GL	Bama Storkjøkken	Blush
Marine Harvest	Hydro	Stormberg AS
Statkraft	IKEA	Pals
Rosellinis Four-10	Norges Gruppen	
Accenture	NOFO	

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 May 2015 and ended May 2018. The purpose of the collaboration was 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 was done through close collaboration in four main areas: focusing on low carbon solutions and opportunities; focusing on visions and opportunities within a green shift context in the Arctic; and focusing on incorporating climate change adaptation strategies and risk into future planning for business and society.

Through the partnership we have worked

to find innovative solutions to environmental challenges, leading amongst to two projects:

- A technologically advanced and voluntary measurement system for CO2 emissions from shipping (FRAM)
- Purification of waste water on ships as well as collecting and utilizing plastic floating on the ocean (AquaRecovery project)

Together with DNV GL and Statkraft, we had a joint project to develop a digital tool that collects and presents current knowledge to identify challenges, opportunities and solutions related to hydropower projects.

CORPORATE ID CARD

Industry
Consulting

Type of partnership
Sustainable business practices

Conservation focus of partnership
CO2-emission, low-carbon society, Arctic, climate change adaptation

FY2018 budget range (EUR)
100.000-250.000 EUR

For more information, click [HERE](#)

MARINE HARVEST

Marine Harvest and WWF-Norway have been working together since 2008. Marine Harvest is the world's leading producer of farmed salmon. The current cooperation agreement was entered into in March 2015 and ended April 2018. The goal of the agreement was to reduce and minimize the ecological footprint from the company's salmon farming in Norway. WWF-Norway and Marine Harvest have worked with the vital challenges connected to salmon farming: impacts on wild salmon, discharges from freshwater- and seawater farming, sourcing of marine and vegetable raw materials for salmon feed. In addition, we have worked with the implementation of ASC (Aquaculture Stewardship Council), which is a third party environmental certification for farmed Atlantic salmon to limit the environmental impact. One of the main result of the partnership has been the commitment from Marine Harvest to get 100% ASC certification in their entire production line within 2020. At the end of 2018, Marine Harvest's ASC certified sites represented more than 30% of their total sites.

CORPORATE ID CARD

Industry
Aquaculture

Type of partnership
Sustainable business practices

Conservation focus of partnership
Farmed Salmon

FY2018 budget range (EUR)
100.000-250.000 EUR

For more information, click [HERE](#)

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 December 2015 and lasted until the end of 2018. A new agreement will be developed spring 2019. The goal of the collaboration from 2018 to 2018 was to promote renewable energy solutions in Norway and Europe, which can replace fossil energy production and consumption. This was done through cooperating on sustainable hydro- and wind power solutions and more specifically on: Refurbishment and upgrading of existing hydropower plants; production of 2nd generation biofuels; the use of the HSAP-protocol (Hydropower Sustainability Assessment Protocol) in new project; and access to capital for further growth in renewables.

A concrete result of the collaboration has been the use of the HSAP-Protocol at Devoll Hydropower plant in Albania and joint promotion of sustainability criteria in the hydropower sector.

Together with DNV GL and Statkraft, we also had a joint project to develop a digital tool that collects and presents current knowledge to identify challenges, opportunities and solutions related to hydropower projects.

CORPORATE ID CARD

Industry
Energy

Type of partnership
Sustainable business practices

Conservation focus of partnership
Production of hydro- and windpower

FY2018 budget range (EUR)
100.000-250.000 EUR

For more information, click [HERE](#)

ROSELLINIS FOUR-10

WWF-Norway and the company Rosellinis Four-10 (now called REV Ocean) are working together on developing a research and expedition vessel that will provide

critical contributions in the fight to save the world’s oceans. The objective is to create concrete solutions to turn the negative environmental development in the oceans. At the centre of the agreement is the building of a groundbreaking research and expedition vessel that has been embarked upon by Rosellinis Four-10. Independent scientists, marine experts, and innovative thinkers from all over the world will have access to REV and the on-board technology. The objective is to increase knowledge and promote innovation to overcome some of the greatest challenges we currently face:

- Climate change and marine pollution due to increasing CO2 emissions
- Plastic and other pollution
- Overfishing and bycatch

ACCENTURE

Accenture and WWF-Norway have worked together since 2013. The current cooperation

agreement was signed in 2016 and ended in 2018. Accenture is a leading global professional services company providing a range of strategy, consulting, digital, technology & operations services and solution. Through the partnership both parties committed to strengthen their impact for a safe and sustainable future in which biodiversity and ecological processes are conserved and resources are used in a sustainable manner. WWF-Norway and Accenture have identified key challenges for the green shift in Norway and have produced reports that promotes and shows new solutions for a renewable future. The report “Solar power in Norway – Future opportunities for value creation” have been used both by businesses, policy makers and civil society to boost the development of solar power in Norway. Accenture has also delivered services related to strategy and brand.

CORPORATE ID CARD

Industry
Research

Type of partnership
Philanthropic, sustainable business practice.

Conservation focus of partnership
Ocean

FY2018 budget range (EUR)
100.000-250.000 EUR

For more information, click [HERE](#)

CORPORATE ID CARD

Industry
Consultant

Type of partnership
Philanthropic, sustainable business practice.

Conservation focus of partnership
Climate, low-carbon society.

FY2018 budget range (EUR)
25.000-100.000 EUR (in kind)

For more information, click [HERE](#)

BAMA STORKJØKKEN

Bama Storkjøkken and WWF-Norway have been working together since 2014. Bama Storkjøkken sells seafood through their

company Køltzow. The main purpose of the partnership is to implement sustainable seafood policies through WWF seafood guidelines for procurement of seafood, and an annual increase in the uptake of ASC and MSC certified seafood.

As a result of the partnership, Bama has more than doubled their amount of certified products from 2014 to 2018 that they sell to their key customers, which are hotels and restaurants (big impact branches).

CORPORATE ID CARD

Industry
Food

Type of partnership
Sustainable business practices

Conservation focus of partnership
Sustainable seafood

FY2018 budget range (EUR)
25.000-100.000 EUR

For more information, click [HERE](#)

HYDRO

Hydro is a global supplier of aluminum with activities throughout the value chain and based in Norway. Hydro and WWF-

Norway extended the project agreement from 2017 with a focus on the Norwegian operations. The agreement ended August 2018. The main purpose of the agreement was to contribute to Norway’s efforts to reach its climate targets for 2030. It also promotes efforts to identify and develop new business opportunities on the path towards a low-carbon society and exchange of innovative solutions that can contribute to emission reductions while taking care of biodiversity.

Through the partnership WWF-Norway have contributed to Hydro’s climate strategy where Hydro is to become carbon neutral by 2020.

CORPORATE ID CARD

Industry
Aluminium

Type of partnership
Sustainable business practices

Conservation focus of partnership
Climate, renewable energy, low-carbon society

FY2018 budget range (EUR)
25.000-100.000 EUR

For more information, click [HERE](#)

IKEA IKEA and WWF-Norway want to contribute to Norway’s efforts to reach its climate targets for 2030. In the Fall of 2017, the parties signed an agreement which aims to identify the potential for solar energy in Norway, as well as to use the partnership as an arena for exchange of innovative solutions that can contribute to emission cuts while at the same time safeguarding nature diversity. The agreement ended in 2018.

CORPORATE ID CARD

Industry
Producer of wooden furniture

Type of partnership
Sustainable business practices

Conservation focus of partnership
Solar energy, renewable energy, low-carbon society.

FY2018 budget range (EUR)
25.000-100.000 EUR

For more information, click [HERE](#)

NORGES GRUPPEN NorgesGruppen and WWF-Norway signed a project agreement in 2017 which was continued in 2018. NorgesGruppen is a leading wholesale and retail company within consumer products in Scandinavia, with focus on Norway. The main purpose of the partnership is to contribute Norway’s efforts to reach its climate targets for 2030. It also promotes efforts to identify and develop new business opportunities on the path towards a low-carbon society

CORPORATE ID CARD

Industry
Food

Type of partnership
Sustainable business practices

Conservation focus of partnership
Climate, low-carbon society.

FY2018 budget range (EUR)
25.000-100.000 EUR

For more information, click [HERE](#)

Through the cooperation WWF-Norway have assisted NorgesGruppen with their procurement policy of sustainable biofuels and how they can reach their goal to become carbon neutral. In addition, NorgesGruppen and WWF have used the new project period to look at challenges with single-use plastic.

NORWEGIAN OIL-SPILL PREPAREDNESS FOR OPERATING COMPANIES (NOFO)

The purpose of the collaboration with NOFO is to strengthen the oil spill preparedness in Norway. NOFO and WWF-Norway is part of the national preparedness model that combines public as well as other private oil spill response resources in Norway. Since 2005 the collaboration has resulted

in over 500 personnel resources being available for clean-up operations through training and organizing volunteers through the programme “Clean Coast”. The collaboration commits WWF-Norway and NOFO to mobilize its volunteers and equipment in case of an oil spill along the Norwegian Coast. In 2018 WWF and NOFO had two training courses and updated the programme for it.

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

FY2018 budget range (EUR)
25.000-100.000 EUR

For more information, click [HERE](#)

BLUSH Blush and WWF-Norway started a cooperation in 2018. The current agreement was signed in 2018 and lasts until end of year 2019, with possibility for renewal. Blush is an online store, which focuses mostly on products from the cosmetic industry, and some retail. Blush does not sell any products that contain micro plastics and has a high environmental awareness when it comes to packaging and transport of its products. This contributes to Norway’s efforts to reach its climate targets for 2030. Blush also supports WWF’s work towards non-plastic pollution of our oceans.

CORPORATE ID CARD

Industry
Cosmetics

Type of partnership
Philanthropic, sustainable business practice

Conservation focus of partnership
Climate low-carbon society and Oceans

FY2018 budget range (EUR)
25.000-100.000 EUR

For more information, click [HERE](#)

STORMBERG AS

Stormberg and WWF-Norway started a cooperation in 2018. The current agreement was

signed in 2018 and lasts until 2020, with possibility for renewal. Stormberg is Norway’s most selling brand of clothing for outdoor and hiking activities. It is an enterprise with a strong awareness on environmental issues and social responsibility, and all its products are climate neutral. 1 % of its turnover is set aside for humanitarian, environmental and community projects. Stormberg supports WWF-Norway’s carnivore work.

CORPORATE ID CARD

Industry
Textile

Type of partnership
Philanthropic, sustainable business practice

Conservation focus of partnership
Wildlife

FY2018 budget range (EUR)
25.000-100.000 EUR

For more information, click [HERE](#)

PALS

Pals and WWF-Norway have had a long cooperation, which started in 1995. The current cooperation

agreement was signed in 2015 and lasts until 2019. Pals produces bread in three whole-grain varieties using local ingredients and with an environmental focus in the way it is packaged and transported. This contributes to Norway’s efforts to reach its climate targets for 2030.

CORPORATE ID CARD

Industry
Food

Type of partnership
Philanthropic, sustainable business practice

Conservation focus of partnership
Climate, low-carbon society.

FY2018 budget range (EUR)
25.000-100.000 EUR

For more information, click [HERE](#)

THE FOLLOWING LIST REPRESENTS ALL CORPORATE PARTNERSHIPS THAT WWF-NORWAY HAS WITH AN ANNUAL BUDGET UP TO EUR25,000. INCLUDING ALL IN-KIND PARTNERSHIPS

Agva Kraft	Alfred Berg Humanfond	Pizza Paradiso
Arntzen De Besche	Cultura Bank	Dustin
Norstat Norge		

THE FOLLOWING LIST REPRESENTS ALL PARTICIPANTS IN WWF-NORWAY’S CORPORATE BUSINESS CLUB 2018

COMPAREX Norge AS	Enova	Tretopphytter Oslofjord
Consigliere AS	Green Dog Svalbard	UGLA
Den Flyvende Tallerken	Mitt Norge	Wind Invest AS
Dugnadsiden AS	PKS Scandinavia	

WWF **Corporate or Business 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	Honduras	Slovakia
Australia	Hong Kong	Solomon Islands
Austria	Hungary	South Africa
Azerbaijan	India	Spain
Belgium	Indonesia	Suriname
Belize	Italy	Sweden
Bhutan	Japan	Switzerland
Bolivia	Kenya	Tanzania
Brazil	Korea	Thailand
Bulgaria	Laos	Tunisia
Cambodia	Madagascar	Turkey
Cameroon	Malaysia	Uganda
Canada	Mexico	Ukraine
Central African Republic	Mongolia	United Arab Emirates
Chile	Morocco	United Kingdom
China	Mozambique	United States of America
Colombia	Myanmar	Vietnam
Croatia	Namibia	Zambia
Cuba	Nepal	Zimbabwe
Democratic Republic of Congo	Netherlands	
Denmark	New Zealand	WWF Associates*
Ecuador	Norway	Fundación Vida Silvestre (Argentina)
Fiji	Pakistan	Pasaules Dabas Fonds (Latvia)
Finland	Panama	Nigerian Conservation Foundation (Nigeria)
France	Papua New Guinea	
French Guyana	Paraguay	
Gabon	Peru	
Georgia	Philippines	*As at October 2018
Germany	Poland	
Greece	Romania	
Guatemala	Russia	
Guyana	Singapore	

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.no