



CORPORATE PARTNERSHIPS REPORT

FY 2021 WWF-NORWAY JUNE 2022

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WWF-Norway

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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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NATURE AT THE BRINK

[WWF's Living Planet Report](#) shows that humanity and the way we feed, fuel, and finance our societies and economies is pushing nature and the services that power and sustain us to the brink. Agricultural expansion, deforestation, overfishing, urban development, energy use, mining and pollution are all driving habitat loss, water shortages and climate change. In addition, every year, the [World Economic Forum Risks Report](#) continues to show the increase in the scale and urgency of environmental risks to the global economy, as well as the deepening interconnections between environmental issues, economic strains, and geopolitical tensions.

We cannot afford to be complacent. In fact, we need to move into an emergency and solutions-based mindset. The landmark [Intergovernmental Panel on Climate Change \(IPCC\) report, Global Warming of 1.5 °C](#), paints a clear but dire picture. It states that to avoid the most serious impacts of climate change, we need to drastically transform the world economy in the next few years. Allowing nature to fail will disrupt business, undermine economies and drive social instability.

The good news is that we also have an unparalleled opportunity for positive change – the science is clearer, awareness is greater, and innovation more powerful than ever before. We can redefine our relationship with nature – but we need to work together. One organisation alone cannot deliver the change we need. That is why WWF collaborates with business – working in partnership – to find solutions and act at a scale that matters.

TAKING BOLD COLLECTIVE ACTION

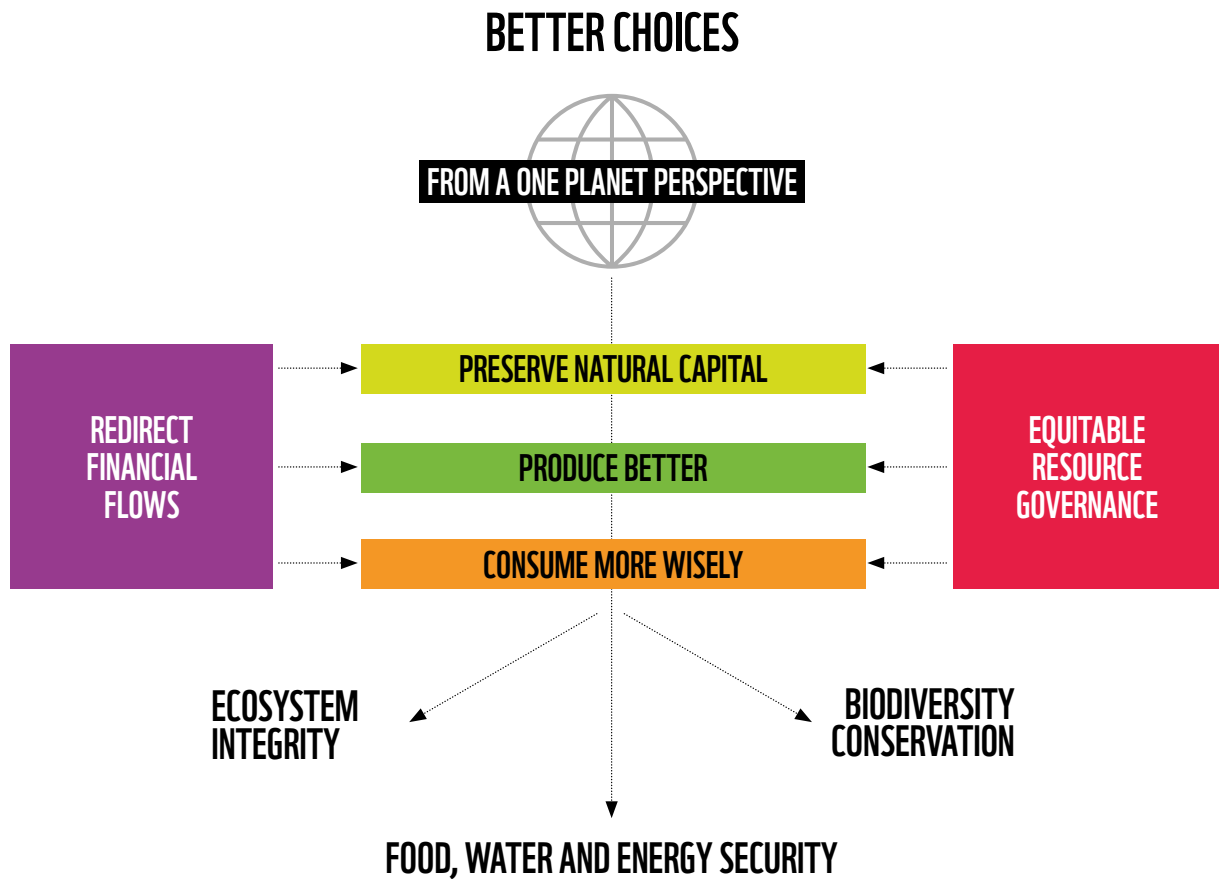
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF continues to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – wildlife, forests, oceans, freshwater, 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 drivers includes 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 national and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers.

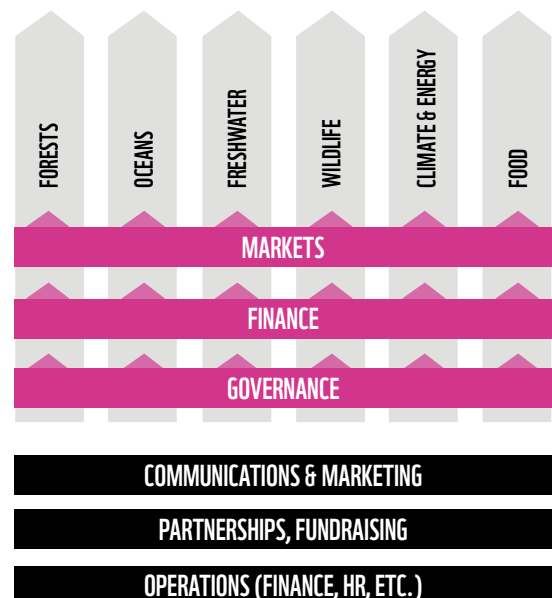
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

WWF'S GLOBAL 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.

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.

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), [Aquaculture Stewardship Council](#) (ASC), [Roundtable on Sustainable Palm Oil](#) (RSPO), [Roundtable on Responsible Soy](#) (RTRS), [Better Cotton Initiative](#) (BCI)). 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. [Business for Nature](#), [Build Back Better](#), [Coalition to end wildlife trafficking online](#)), as well as work in partnership with individual companies.

This report presents an overview of the partnerships that this WWF office 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

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.

2. 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 WWF's priority places and species. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as FSC-certified wood, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the tiger.

3. 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 impact.

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.

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. A Global Report of WWF's largest corporate partnerships globally can also be found [here](#).

THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF-Norway has with individual companies. 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 WWF office is responsible for the (contractual) agreement(s) with the companies concerned. The activities of the engagements in many cases take place in other countries or regions.

In FY21, income from corporate partnerships represented 2.4% of this WWF office's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY21

STATKRAFT

Industry	Energy
Type of Partnership	Sustainable business practices
Conservation Focus of Partnership	Production of hydro- and windpower
Budget Range (in EUR)	100,000-250,000

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 began on 27/05/2019. The goal of the collaboration is to promote renewable energy solutions in Norway and Europe, which can replace fossil energy production and consumption. The key elements of the partnership are:

1 - Climate and energy policy in Europe

WWF and Statkraft want to increase the share of renewables in Europe to replace fossil energy by influencing European climate and energy policy, both in the EU and in Norway.

2 - Integrated energy markets

WWF and Statkraft both believe that an integrated power system between countries in Europe is necessary to phase out fossil energy. This is because renewable energy from the sun and wind fluctuates sharply, and an integrated power system between different regions makes it possible to transport electricity from areas with surplus production to deficit production.

3 - Norwegian framework conditions for hydropower and wind power, including the natural consequences of developing and producing such power.

WWF and Statkraft are concerned with competitive framework conditions for renewable power generation. We want to find common activities that safeguard the interests of both nature and profitability.

4 - Joint communication on electrification and renewable energy in general.

WWF and Statkraft want to show that it is possible to achieve a low-carbon economy and what opportunities exist within the green shift that safeguards nature.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY21

BERGANS

Industry	Textiles
Type of Partnership	Communication and awareness raising
Conservation Focus of Partnership	Climate and energy
Budget Range (in EUR)	25,000-100,000

Bergans and WWF-Norway have been working together since the start of 2020.

Bergans of Norway is an outdoor-brand that develops and manufactures backpacks, tents, sleeping bags, canoes, hiking equipment and technical clothing, run by dedicated and passionate outdoor enthusiasts for over 100 years. Since its inception in 1908, Bergans has for over a century played a crucial role in Norwegian outdoor life, now focusing on sustainability and regarding this as part of their DNA.

Forward-looking

To date they have made several award-winning products exploring the possibilities that lie in innovative technology and how it can take us all closer to a completely circular consumption of textiles.

Their Collection of Tomorrow aims to develop 100% circular textile products only through the use of renewable resources.

The partnership with WWF

WWF Norway partnered with Bergans to launch a campaign called “Save the Seasons.” The objective was an awareness-raising campaign to push UNESCO to recognize the seasons as an aspect of world heritage, along with unique physical sites like the Taj Mahal and intangible cultural heritage — including traditional Thai massage and Turkish archery.

The idea was using corporate advocacy, the power of the brand and its reach, we could reach enough people to put pressure on Norwegian politicians who would be obligated to do something to protect the seasons and our climate and push the request at the UNESCO level.

The broader aim of the ongoing campaign partnership is to start a conversation about the losses climate change is inflicting and to push politicians to act. Since in Norway the seasons, skiing and nature are such an essential part of the culture, this is a new angle to reach other parts of the population about why we need to focus on climate change.

Together we sent a letter in early 2020 to the Norwegian Minister of Climate and Environment requesting that Norway take the initiative to have the seasons UNESCO listed.

The initiative came from Bergans and WWF then established a two-year partnership around climate advocacy with the brand.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY21

GRIEG FOUNDATION AND GRIEG GROUP

Industry	Maritime
Type of Partnership	Corporate advocacy, Philanthropic, sustainable business practice.
Conservation Focus of Partnership	Ocean, Plastics
Budget Range (in EUR)	250,000-500,000

Oceans under pressure

The oceans are under greater pressure than ever before from overfishing, coastal pollution, habitat destruction, climate change and ocean acidification. The fastest increasing threat, however, is the plastic pollution that enters the ocean from land. The need for knowledge and solutions is pressing. Grieg Foundation under the Grieg Group of companies started a collaboration with WWF to reduce and eventually stop plastic from entering the oceans from three chosen harbour cities in the Philippines, and use this partnership as a platform for learning, knowledge sharing and to improve understanding as well as to develop innovative solutions to the plastic problem, for the benefit of future generations. The Grieg Group consists of about 40 businesses associated with shipping, logistics, ship broking, management, financial investments and seafood as well as the philanthropic foundation, Grieg Foundation.

This project includes activities over a three-year period that will be carried out by WWF Philippines in close collaboration with WWF's Norway office.

The goal is to work towards 50% reduction of plastic waste in at least three ports in the Philippines.

As part of this agreement, WWF will gain access to the services and network of Grieg Group as an opportunity to input with valuable expertise in solving the plastics challenge. This could be through plastic solutions and developing tools within their maritime fleet, tech and innovation solutions in ports as well as corporate advocacy supporting WWF's plastic work globally.

Included in the agreement are the following objectives regarding developing forward-looking solutions related to:

- Developing local mapping and measurement tools for reduction of plastic waste in each port
- Input to the national action plan on port waste management to highlight the importance of port industry in addressing plastic pollution
- Working with schools on innovation projects and information campaigns for the local communities.
- Developing employee programs for local organisations, to engage and educate companies who have a clear impact on the local plastic waste pollution.
- Working towards 50% reduction of plastic waste in three harbour cities in the Philippines.
- Project documentation to enable scaling up in other ports in the world (developing a framework that can be replicated in other ports in the Philippines and around the world.)

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY21

BLUSH

Industry	Cosmetics
Type of Partnership	Philanthropic, sustainable business practice.
Conservation Focus of Partnership	Climate low-carbon society and Oceans
Budget Range (in EUR)	25,000-100,000

Blush and WWF-Norway started a cooperation in 2018 with renewal at the end of 2020, and the contract ending at the close of 2021. 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.

PALS

Industry	Food
Type of Partnership	Philanthropic, sustainable business practice.
Conservation Focus of Partnership	Climate, low-carbon society.
Budget Range (in EUR)	25,000-100,000

Pals and WWF-Norway have had a long cooperation, which started in 1995. A new agreement for the period 2020-2022 has been signed. 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.

SKIFT

Industry	Business alliance
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Climate, low-carbon society.
Budget Range (in EUR)	25,000-100,000

Skift (pronounced Shift) is a business-led climate initiative with a mission to accelerate the transition to a low-carbon economy. It explores what big changes Norway must go through to make sure the country can cut emissions by 55 percent by 2030, and at the same time create competitive advantages for Norwegian businesses.

Skift brings together Norwegian top executives at CEO level to point out the possibilities of a zero-emission society, and the tools needed to get there.

WWF Norway is a technical partner in an advisory capacity as well as providing input and seeking support for corporate advocacy work.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR25,000 OR LESS IN FY21

The following list represents all corporate partnerships that WWF-Norway has with an annual budget up to EUR25,000. Including all in-kind partnerships.

1. **Agva Kraft**
2. **Alfred Berg Humanfond**
3. **Cultura Bank**
4. **Dyreparken Kristiansand**
5. **Glacial**
6. **Katapult Ocean**
7. **System Frugt AS**
8. **Norstat Norge**
9. **Advokatfirmaet Legalis**

The following list represents all participants in WWF-Norway's corporate business club 2019.

1. **Enova**
2. **Den Flyvende Tallerken**
3. **Dugnadsiden**
4. **Oxer Eindom**
5. **Windinvest**
6. **Codex**
7. **Drig AS**
8. **Neste Nivå**
9. **Catrine Linder Smykker**
10. **Sleipner Motor AS**
11. **Innlandsgynekologen AS**
12. **Din Rusetid AS**
13. **Stenseth & RS Ressurs AS**
14. **Eqology**

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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	

An aerial photograph of a lush green mangrove forest. A winding river or canal cuts through the dense vegetation, reflecting the sky. The water is a deep blue-green color, while the land is a vibrant green. The perspective is from directly above, looking down on the landscape.

**OUR MISSION IS TO STOP
DEGRADATION OF THE
PLANET'S NATURAL
ENVIRONMENT AND TO
BUILD A FUTURE IN WHICH
HUMANS LIVE IN HARMONY
WITH NATURE.**

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Working to sustain the natural
world for the benefit of people
and wildlife.

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