



# CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-NORWAY CORPORATE PARTNERSHIPS  
CALENDAR YEAR 2020

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 – 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.

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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.

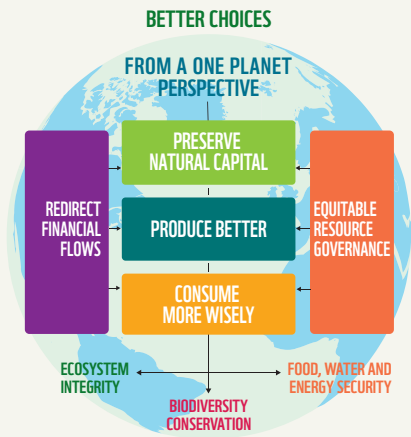
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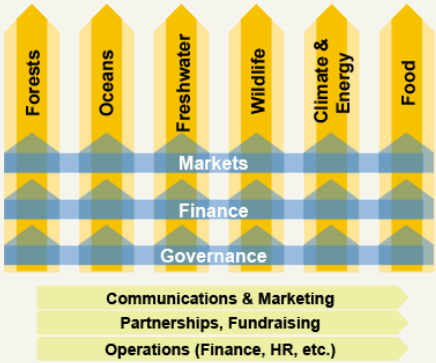
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OUR VISION FOR CHANGE



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 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;
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.

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 on [www.panda.org/business](http://www.panda.org/business).

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.

This WWF office 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 calendar year 2020, the total income from business represented 3% of this WWF’s office income.

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.

Statkraft	Bama Storkjøkken	Stormberg AS
Bergans	NorgesGruppen	Pals
Grieg Foundation and Grieg Group	Blush	Skift

STATKRAFT

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

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.

BERGANS

Industry	Textiles
Type of partnership	Communication and awareness raising
Conservation focus of partnership	Climate and energy
FY2018 budget range (EUR)	25.000-100.000 EUR

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.

GRIEG FOUNDATION AND GRIEG GROUP

Industry	Maritime
Type of partnership	Corporate advocacy, Philanthropic, sustainable business practice.
Conservation focus of partnership	Ocean, Plastics
FY2018 budget range (EUR)	250.000-500.000 EUR

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

BAMA STORKJØKKEN

Industry	Food
Type of partnership	Sustainable business practices
Conservation focus of partnership	Sustainable seafood
FY2018 budget range (EUR)	25.000-100.000 EUR

Bama Storkjøkken and WWF-Norway have been working together since 2014. The agreement ran until Fall 2020. 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 2019 that they sell to their key customers, which are hotels and restaurants (big impact branches).

NORGESGRUPPEN

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

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.

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.

# BLUSH

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

Blush and WWF-Norway started a cooperation in 2018 with renewal at the end of 2020. 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.

# STORMBERG AS

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

Stormberg and WWF-Norway started a cooperation in 2018. The current agreement was signed in 2018 and lasted until the end of 2020, with possibility for renewal. Stormberg is Norway’s largest 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.

# PALS

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

Pals and WWF-Norway have had a long cooperation, which started in 1995. A new agreement for the period 2020-2024 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

CORPORATE ID CARD	Industry	Business alliance
	Type of partnership	Driving sustainable business practices.
	Conservation focus of partnership	Climate, low-carbon society.
	FY2018 budget range (EUR)	25.000-100.000 EUR

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.

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

Agva Kraft	Glacial	Villa Paradiso
Alfred Berg Humanfond	Katapult Ocean	Advokatfirmaet Legalis
Cultura Bank	System Frugt AS	NOFO
Dyreparken Kristiansand	Norstat Norge	

THE FOLLOWING LIST REPRESENTS ALL PARTICIPANTS IN WWF-NORWAY’S CORPORATE BUSINESS CLUB 2020

COMPAREX Norge AS	Drig AS	Green Nudge
Consigliere AS	Dugnadsiden AS	HN
Christiania Personell	Enova	Oxer Eiendom
Den Flyvende Tallerken	Green Dog Svalbard	Wind Invest AS

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	



# A FUTURE IN WHICH HUMANS LIVE IN HARMONY WITH NATURE



#### Hvorfor vi er her

WWF arbeider for å stanse ødeleggelsen av verdens natur og økosystemer - og for å skape en framtid der mennesker lever i harmoni med naturen.

[www.wwf.no](http://www.wwf.no)

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