

World Wildlife Fund (WWF–US) Corporate Partnerships Report

FY18

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World Wildlife Fund (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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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 <u>2018 Living Planet Report</u> 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.

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. Recognizing the scale and complexity of these challenges, WWF believes that lasting conservation is achieved through collaboration with a range of extraordinary partners, including governments, local communities, businesses and individual donors. We leverage the strengths of these collaborations to achieve great success.

WORKING WITH THE CORPORATE SECTOR

Companies can have a major impact on the critical places we work to protect through their products, practices, supply chains and business models. However, business can also be part of the solution in driving positive change. WWF works to harness the power of the global marketplace into a force for conservation.

By engaging with companies to advance sustainable production and consumption, WWF helps reduce their impact, which protects endangered species and preserves the planet's rich biodiversity and ecosystem services for future generations.

This work protects the Earth and is the basis for a better business model. More sustainable supply chains, more efficient means of production and better risk management are in the best interest of companies, people and the planet. Practices of the companies that have a disproportionate level of influence over some of the world's most important habitats and natural resources need to be transformed. More specifically, our work with business aspires to

- promote better production and responsible sourcing of raw materials that otherwise drive deforestation or the unsustainable use of water
- work to set aggressive public targets for natural resource management and reduction of energy and water use
- reduce greenhouse gas emissions and encourage a switch to 100% renewable energy
- protect some of the world's most ecologically important places
- raise awareness of global conservation issues
- engage jointly on public policy that benefits conservation

We do this in a variety of ways, including by encouraging companies and industries to make ambitious commitments and to engage in public policy discussions. WWF also encourages companies to support credible certifications such as the Forest Stewardship Council (FSC), the Marine Stewardship Council (MSC), and the Aquaculture Stewardship Council (ASC). In addition to supporting regulations that stop illegal or unsustainable activities, we also work with individual companies and multi-company forums. This report focuses on the engagements between WWF-US and individual companies.

WWF's CATEGORIES OF CORPORATE PARTNERSHIPS

Our work with corporations is based on a common understanding of issues, shared ambitions or activities, and a willingness to be leaders. In general, we distinguish three types of engagements with companies:

- Driving sustainable business practices
- Consumer engagement
- Philanthropy
- Employee engagement

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.

Consumer engagement

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). 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 tiger.

Philanthropy

The third approach is articulated through specific programs 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.

Employee engagement

The fourth approach is focused on raising awareness of key environmental issues and raising funds for WWF's conservation priorities with corporate employees.

As this report shows, many collaborations with companies use a combination of these approaches. The purpose of WWF's work with companies is to achieve our conservation goals.

Collaborations between nonprofits and companies involve constructive dialogue on challenging issues. As such, this work provides opportunities and risks for both parties. At WWF, we manage those risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to our independence and to public commentary.

TRANSPARENCY AND ACCOUNTABILITY

Results and impact, both qualitative and quantitative, are core to WWF's work. We advocate transparency in action by all stakeholders as a crucial step toward sustainability and conservation. 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 engagements with business to deliver the greatest conservation impact possible, with the goal of creating lasting results at scale. As such, we have begun a deeper and more systematic global assessment of the targets and the outcomes we achieve in our work with the business sector and specifically through our bilateral engagements with companies.

All WWF offices have committed to publicly share information and details about our company relationships, their intent, objectives and impacts. This report is one part of that effort.

THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF-US 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.

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

INFORMATION ON WWF-US CORPORATE PARTNERSHIPS

The following list of companies is an overview of all the corporate partnerships that WWF-US had in 2018 with a contribution greater than \$250,000 USD. Details of each partnership can be found below:

Company name: AmazonSmile Foundation Type of partnership: Consumer Engagement Conservation focus: General Support Revenue range (USD): 250,000 – 500,000

WWF is a participant in Amazon's AmazonSmile program. When consumers shop on AmazonSmile, the AmazonSmile Foundation will donate 0.5% of the purchase price of eligible products to a charitable organization of their choice.

Company name: Avon Products Foundation, Inc. Type of partnership: Consumer Engagement, Philanthropy Conservation focus: Forests, Wildlife Revenue range (USD): 250,000 – 500,000

WWF has worked with Avon in two key areas. As a member of WWF's Global Forest & Trade Network (GFTN), Avon is helping to drive sustainable solutions in the pulp and paper supply chain. Similarly, Avon's has engaged its own customers in halting deforestation through a unique education campaign called Hello Green Tomorrow.

Company name: Bank of America Corporation Type of partnership: Consumer Engagement Conservation focus: General Support Revenue range (USD): 500,000 – 1,000,000

Since 2009, Bank of America[®] has offered a Bank of America[®] Cash Rewards Visa[®] credit card and checking account to support WWF's global conservation efforts. WWF receives a minimum of \$3 for each qualifying credit card account that is opened and activated. WWF also receives 0.08% of all net retail purchases made with this card and \$3 for each annual renewal of the card. WWF will receive a \$10 contribution from Bank of America for each new qualifying WWF checking account and \$2 for each annual renewal.

Company name: Bumble Bee Foods, LLC Type of partnership: Consumer Engagement, Sustainable Business Conservation focus: Oceans, Food, General Support Revenue range (USD): 250,000 – 500,000

Since 2009, Bumble Bee Foods and WWF have worked together to increase sustainable tuna fisheries through the International Seafood Sustainability Foundation (ISSF). WWF also partners with Bumble Bee via the company's Wild Selections[®] line of seafood products. All Wild Selections products are certified to

the Marine Stewardship Council (MSC) standard for sustainable, well-managed fisheries. Wild Selections contributes a portion of proceeds from sales of Wild Selections back to support WWF conservation programs.

Company name: Cisco Systems, Inc. Type of partnership: Philanthropy Conservation focus: Wildlife Revenue range (USD): 500,000 – 1,000,000

WWF and Cisco are working together to deploy cutting edge technology in priority wildlife conservation areas across Africa and Asia. This technology will empower those responsible to effectively diminish the threat of poaching while mitigating human-wildlife conflict. The successful implementation of this collaboration will lead to better protected area management in Africa, Asia, and beyond, and will help create and demonstrate technological solutions that deter poaching and reduce human-wildlife conflict.

Company name: Discovery, Inc. Type of partnership: Philanthropy Conservation focus: Wildlife Revenue range (USD): 250,000 – 500,000

Discovery helps WWF protect tigers in one of the world's most critical tiger habitats through their philanthropic support and efforts to engage consumers to raise funds and awareness for tiger conservation. Discovery helps conserve nearly 1 million acres of protected habitat in India and Bhutan to help protect and increase the wild tiger populations and is now providing new support of the Bikin Site in Russia.

Company name: Disney Worldwide Services, Inc. Type of partnership: Consumer Engagement Conservation focus: Wildlife Revenue range (USD): 250,000 – 500,000

A portion of opening-week ticket sales from the Disneynature film "Born in China" was donated to fund WWF's conservation programs in China. The effort worked to protect species featured in the film focusing on improving habitat corridors, increasing the wild panda population, enhancing conservation stewardship to local communities, and establishing new snow leopard conservation programs.

Company name: Domtar Paper Company, LLC Type of partnership: Consumer Engagement, Sustainable Business Conservation focus: Forests Revenue range (USD): 500,000 – 1,000,000

WWF works with Domtar to promote responsible forestry and trade as a means to advance forest conservation. Domtar is a participant in WWF's Global Forest & Trade Network – North America (GFTN-NA) and made a commitment to eliminate any unknown or controversial sources of fiber in its supply chain and progressively increase the amount of certified fiber sourced over time. Domtar also supports WWF with an annual contribution from the sale of its FSC-certified EarthChoice® products.

Company name: Google Type of partnership: Philanthropy, Employee Engagement Conservation focus: Wildlife Revenue range (USD): 1,000,000 – 2,000,000

Google supports WWF through their employee engagement efforts, including Google Giving Week. Google is also a leading member of the Coalition to End Wildlife Trafficking Online to reduce wildlife trafficking online by 80% by 2020, joining more than 20 other leading tech companies.

Company name: Hilton Worldwide, Inc. Type of partnership: Sustainable Business & Employee Engagement Conservation focus: Food (Sustainable Fisheries and Seafood), Waste, Freshwater Revenue range (USD): 500,000 – 1,000,000

Hilton's partnership with World Wildlife Fund (WWF) supports Hilton's Travel with Purpose commitment ensuring its operations meet global best practice in sustainable travel and tourism. Together, WWF and Hilton have collaborated to develop a multi-year water stewardship strategy, expand Hilton's sustainable seafood efforts globally, and further reduce food waste within the company's operations and supply chain. Additionally, WWF has supported Hilton's efforts to cut its environmental footprint in half, including setting an industry-leading climate target approved by the Science Based Targets Initiative.

Company Name: International Paper Type of partnership: Sustainable Business Conservation focus: Forests Revenue range (USD): 1,000,000 – 3,000,000

International Paper and WWF are working together to help create the first-ever science-based targets for forests by undertaking research and assessments, along with several other entities. This information will be used to create a comprehensive set of guidance on actions that can be taken to sustain the world's forests. International Paper is also supporting a restoration program in the 5,584 square mile Mogi Guaçu River Basin, in the Atlantic Forest of Brazil. International Paper is also a member of WWF's Global Forest and Trade Network (GFTN).

Company name: Kimberly-Clark Corporation Type of partnership: Consumer Engagement & Sustainable Business Conservation focus: Forests, Freshwater, Climate Revenue range (USD): 1,000,000 – 2,000,000

Kimberly Clark and WWF are engaging consumers in helping to save the world's forests through the "
• YOUR PLANET" campaign by raising awareness of the Forest Stewardship Council® (FSC®) logo. The WWF logo is on the package of Kimberly-Clark's North American tissue products certified to FSC® standards, including Kleenex® facial tissue, Scott® paper towels, Viva® paper towels, Cottonelle® toilet paper, and Scott® paper towels. Kimberly-Clark is a participant in WWF's Global Forest and Trade Network (GFTN) and support WWF's efforts to protect forests and other critical ecosystems. WWF also works with Kimberly-Clark to advance its corporate water stewardship and set a science-based climate target.

Company Name: Lyft Type of Partnership: Consumer Engagement Conservation Focus: General Support Revenue range (USD): 1,000,000 – 2,000,000

World Wildlife Fund (WWF) is a part of Lyft's Round Up & Donate program, which gives Lyft riders the option to round up their fare to the next dollar and donate the difference to WWF. This partnership is driving individual action that can add up to something big. To date, Lyft riders have raised hundreds of thousand dollars through Round Up & Donate to help support WWF's global conservation efforts.

Company name: McDonald's Corporation Type of partnership: Sustainable Business Conservation focus: Freshwater, Food, Waste (Packaging), Forests, Climate Revenue range (USD): 500,000 – 1,000,000

WWF and McDonald's are working together to advance sustainability in the company's business operations and supply chain. The goal of the collaboration is to reduce the impacts that commodities like beef, paper and palm oil have on places and species that WWF strives to protect. McDonald's is a participant in WWF's Global Forest and Trade Network (GFTN), WWF's Bioplastic Feedstock Alliance, WWF's The Cascading Materials Vision, and the U.S. Roundtable for Sustainable Beef (USRSB). WWF also provides strategic advising for McDonald's climate initiatives and McDonald's has signed on to WWF's Corporate Renewable Energy Buyers' Principles and is a member of We Are Still In.

Company name: Pacific Life Foundation Type of partnership: Philanthropy Conservation focus: Oceans, Wildlife Revenue range (USD): 500,000 – 1,000,000

The Pacific Life Foundation supports WWF's ocean conservation efforts to reduce the devastating impacts of bycatch by working with both fisheries and policymakers, including leveraging the Marine Mammal Protection Act import rules and helping to develop and promote new technologies such as gillnet lights that help curb fisheries' bycatch and save marine species.

Company name: PVH Corporation Type of partnership: Sustainable Business Conservation focus: Freshwater Revenue range (USD): 1,000,000 – 2,000,000

PVH Corporation is working with WWF to support water stewardship efforts in key sourcing communities for PVH's businesses and the broader apparel industry. PVH and WWF will work together to help conserve freshwater resources in Ethiopia's Lake Hawassa and India's Cauvery River basins. This work builds on existing collaborative efforts by the organizations in China and Vietnam. Together, PVH and WWF will identify water risks and engage in collective efforts to advance water conservation activities for local communities in these strategic sourcing locations.

Company name: Royal Caribbean Cruises Ltd. Type of partnership: Consumer Engagement, Sustainable Business, Philanthropy Conservation focus: Oceans, Freshwater, Food, Climate, Wildlife Revenue range (USD): 1,000,000 – 3,000,000

WWF and Royal Caribbean are working together to ensure the long-term health of the oceans. The company is addressing the environmental footprint of its operations by reducing greenhouse gas emissions, responsibly sourcing key commodities, including seafood, and promoting more sustainable tour operators and destinations. The company is supporting WWF's ocean conservation priorities and working with WWF to raise awareness of the oceans with their 5 million passengers globally.

Company name: Target Corporation Type of partnership: Sustainable Business, Employee Engagement, Consumer Engagement Conservation focus: Climate, Food, Forests, Freshwater Revenue range (USD): 1,000,000 – 2,000,000

WWF and Target are working together to reduce the environmental footprint of Target's operations. The collaboration focuses on corporate water stewardship, responsible sourcing of materials, and reducing greenhouse gas emissions. Target is the founding sponsor for Panda Paddle, pledging \$300,000 over three years to support the annual event series. Company name: The Coca-Cola Company Type of partnership: Philanthropy & Sustainable Business Conservation focus: Food, Climate, Freshwater, Waste (Packaging) Revenue range (USD): 1,000,000 – 2,000,000

The Coca-Cola Company and WWF are working together to help conserve and protect the world's freshwater resources, with a focus on ensuring healthy, resilient freshwater basins in the Mesoamerican Reef catchments in Mexico, Belize, Guatemala, and Honduras and the Yangtze River basin in China. Through our partnership, Coca-Cola is also measurably improving environmental performance across the company's supply chain, including the sourcing of key commodities, sustainable packaging, and reducing greenhouse gas emissions.

Company name: The Kroger Company Type of partnership: Philanthropy & Sustainable Business Conservation focus: Food Revenue range (USD): 250,000 – 500,000

WWF has been working with Kroger since 2009 to ensure the sustainability of the company's Top-20 wild caught seafood species. In addition to collaboration on sustainable sourcing, the company has been investing in fishery improvement projects for key species to increase the number of MSC-certified fisheries it can source from. Key projects include a Mahi-Mahi fishery in Peru that the company has played a major role in supporting. Kroger has also committed to end hunger in their communities and eliminate waste in their company by 2025. WWF is supporting this Zero Hunger Zero Waste goal by helping to analyze data on waste and come up with innovative ideas to ensure that food is eaten. With the support of The Kroger Co. Foundation, WWF is implementing Food Waste Warrior curriculum in cities across the country. Food Waste Warrior works with teachers and student leaders to conduct food waste audits in their cafeteria and calculate the environmental impact of wasted food.

Company name: The Procter & Gamble Company Type of partnership: Sustainable Business & Consumer engagement Conservation focus: Climate, Forests, Freshwater, Food, Plastic Revenue range (USD): 250,000 – 500,000

WWF has a longstanding (10 year) and wide-ranging partnership with P&G, mostly focused on business transformation, with specific workstreams on Freshwater, Forests, Renewable Materials, and Renewable Energy. Working with partners like WWF, P&G met their 2020 energy, transportation, waste, and water sustainability goals ahead of schedule. In April 2018, P&G launched Ambition 2030 to enable and inspire positive impacts on the environment and society with new goals spanning their brands, supply chain, and employees. WWF and P&G have also engaged in cause marketing campaigns, including encouraging more consumers to use cold water wash with the support of their brand of bio-based detergent, Tide Purclean.

Company Name: UPS Foundation Type of partnership: Philanthropy Conservation focus: Forests Revenue range (USD): 250,000 – 500,000

The UPS Foundation supports WWF's forestry conservation efforts. The foundation's support is directed towards building local capacity for tropical forest reforestation and reforestation in Asia, Africa, and Latin America through Education for Nature Reforestation Grants to non-governmental organizations and community groups.

Company Name: Walmart Type of partnership: Philanthropy & Sustainable Business Conservation focus: Forests, Food, Freshwater & Climate Revenue range (USD): 500,000 – 1,000,000

Walmart and WWF collaborate on Walmart's Project Gigaton to catalyse action to prevent a gigaton of emissions across the company's global supply chain by 2030. As one of the lead NGOs for the initiative, WWF advised on the design and implementation of Project Gigaton and leads on the energy, forest and waste pillars. The Walmart Foundation is supporting WWF's work in food waste reduction at the farm level.

OTHER WWF-US CORPORATE RELATIONSHIPS

The following is a list of companies who gave between 25K and 250K USD to WWF-US in fiscal year 2018.

Company	Partnership Type	Conservation Focus	Revenue Range (USD)
Alcoa Foundation	Philanthropy	Climate	25,000 - 50,000
American Bath Group, LLC	Philanthropy	Wildlife	101,000 – 250,000
Apple, Inc.	Sustainable Business	Forests, Food, Plastics	101,000 - 250,000
Calendar Club Holdings, LLC dba Calendar Club	Consumer engagement	General Support	51,000 - 100,000
Cargill, Inc.	Sustainable Business; Philanthropy	Forests, Food, Oceans	101,000 – 250,000
Chobani	Sustainable Business	Climate, Freshwater, Forests, Food	51,000 - 100,000
Costco Wholesale Corporation	Sustainable Business	Food, Oceans	101,000 – 250,000
Dairy Management Inc. (DMI)/Dairy Research Institute (DRI)	Sustainable Business	Food	51,000 – 100,000
Danone S.A.	Sustainable Business	Plastics	25,000 - 50,000
Discover Financial Services LLC	Consumer engagement	General Support	25,000 – 50,000
Discovery Communications	Philanthropy	Wildlife	101,000 - 250,000
FLIR Systems	Philanthropy	Wildlife	51,000 - 100,000
Ford Motor Company	Sustainable Business	Plastics	25,000 - 50,000
Global Giving Foundation Inc.	Employee Engagement		25,000 - 50,000
Heineken	Consumer engagement	Wildlife	101,000 – 250,000
Hennes & Mauritz AB dba H&M	Consumer engagement	Wildlife	101,000 – 250,000
Hewlett Packard Enterprise	Consumer engagement, Philanthropy	Climate, Oceans	51,000 - 100,000
Levi Strauss & Co.	Sustainable Business	Freshwater	25,000 – 50,000
Marriott International, Inc.	Sustainable Business; Philanthropy; Consumer engagement	General Support, Climate, Oceans, Food	25,000 – 50,000
Mars Belgium NV dba Mars Petcare and Mars Foundation	Sustainable Business	Oceans, Food	101,000 – 250,000
McCormick & Company, Incorporated	Sustainable Business	Food	51,000 - 100,000

Nestlé Purina Petcare	Sustainable Business	Food	25,000 - 50,000
Company			
Nestle S.A.	Sustainable Business	Plastics	25,000 - 50,000
Outerwall Inc. dba Coinstar	Consumer engagement	General Support	25,000 - 50,000
PepsiCo, Inc.	Sustainable Business	Freshwater, Food	51,000 - 100,000
Sea Delight Ocean Fund, Inc./Sea Delight LLC	Sustainable Business	Oceans	25,000 – 50,000
Silicon Valley Community Foundation	Philanthropy	Plastics, General Support	101,000 – 250,000
SmithBucklin Corporation	Sustainable Business	Food	51,000 - 100,000
Taylor Fresh Foods, Inc. dba Taylor Farms c/o Danaco Solutions LLC	Sustainable Business	Food	25,000 - 50,000
The Bank of Tokyo- Mitsubishi UFJ, Ltd. (BTMU) dba MUFG Union Bank Foundation	Philanthropy	Climate, Forests	25,000 – 50,000
The Hain Celestial Group Inc. dba Bearitos	Consumer engagement	General Support	25,000 - 50,000
Toyota Motor North America, Inc.	Philanthropy	Wildlife	25,000 – 50,000
Unilever PLC	Sustainable business	Plastics	51,000 - 100,000
Wellington Management Company, LLP	Employee engagement	General Support	25,000 – 50,000
Your Cause	Employee engagement	General Support	101,000 - 250,000
Yum! Brands, Inc.	Sustainable business	Food	25,000 - 50,000

The following is a list of companies who gave between 1K and 25K USD to WWF-US in the past fiscal year.

Aeria Games Aetna Foundation, Inc. AFFCO Trading, Inc. and South Coast Packing Peru S.A.C. **Agilent Technologies** Alex Woo Inc. All State American Eagle Outfitters Foundation America's Best Local Charities Anova Food, LLC AUGEO (f.k.a. Incentive Logic, Inc.) Avon Products, Inc. Bahamas Marine Exporters Association (BMEA) Bank of America Foundation Beaver Street Fisheries, Inc. Becton Dickinson & Co. dba BD **Behr Paint Corporation** BlackRock, Inc. c/o Fidelity Charitable Gift Fund **Boeing Company Bright Funds Foundation** Capital One Services, LLC Cardinal Health Foundation, Inc Commonwealth of Virginia Campaign **D&E Import LLC** DonateWell DuPont Eaglecom, Inc. El Paso Zoological Society **Enterprise Holdings Foundation** Gap Inc. **Global Fund Investments, LLC** Graham Holdings Company Halliburton Honeywell International Corporation Humble Bundle, Inc. **IBM** Corporation Inland Seafood Johnson & Johnson Johnson Controls, Inc. JPMorgan Chase & Co. **K** Foundation Kaiser Foundation Health Plan of The NW Lawrence Livermore National Laboratory

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