



World Wildlife Fund (WWF–US)

Corporate Partnerships Report

FY17

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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 [2016 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.

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 2017 with a contribution greater than \$250,000 USD. Details of each partnership can be found below:

Company name: **Alcoa Inc. Foundation**
Type of partnership: Philanthropy
Conservation focus: Climate
Budget range (USD): 250,000 - 500,000

The Alcoa Foundation supports WWF's work in climate change, focusing on helping biodiversity and people in a changing climate.

Company name: **AmazonSmile Foundation**
Type of partnership: Consumer engagement
Conservation focus: Unrestricted funding for WWF
Budget 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: **Bank of America Corporation**
Type of partnership: Consumer engagement
Conservation focus: Unrestricted funding for WWF
Budget range (USD): 1,000,000 - 2,000,000

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: **Cargill Incorporated**
Type of partnership: Sustainable Business
Conservation focus: Forests, Food, Waste (Packaging), Oceans
Budget range (USD): 250,000 - 500,000

WWF and Cargill are working together to define better management practices in the trade and production of key commodities along the company's supply chain, including animal feed, fiber and beef. WWF and Cargill jointly participate in multi-stakeholder initiatives including the US Roundtable on Sustainable Beef (USRSB) and Field to Market: The Alliance for Sustainable Agriculture.

Company name: **Cisco Systems, Inc.**
Type of partnership: Philanthropy
Conservation focus: Wildlife
Budget 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
Budget range (USD): 1,000,000 - 2,000,000

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, one of WWF's priority tiger habitats, to protect and increase the wild tiger populations.

Company name: **Domtar Paper Company, LLC**
Type of partnership: Consumer engagement & Sustainable Business
Conservation focus: Forests
Budget 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: **General Motors Company**
Type of partnership: Philanthropy & Sustainable Business
Conservation focus: Climate, Forest
Budget range (USD): 250,000 - 500,000

General Motors supports WWF's renewable energy work and the study of science-based targets for reducing greenhouse gas emissions for the automobile sector. General Motors and WWF are also working together to address deforestation impacts associated with the production of rubber.

Company name: **Google.org**

Type of partnership: Philanthropy & Employee Engagement
Conservation focus: Wildlife
Budget range (USD): 250,000 - 500,000

Google supports WWF's Wildlife Crime Technology Project, an initiative that creates an umbrella of technology to protect wildlife through a seamless system of monitoring and anti-poaching technologies. WWF also participates in Google's OneToday fundraising app (available in the United States) and receives donations from Google employees.

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

WWF works with Hilton to reduce the company's environmental footprint across a number of priority initiatives, including freshwater stewardship, food waste, and seafood sustainability. Through our partnership, and across other sustainability initiatives including on renewable energy, the company is setting sustainability targets across these focal areas.

Company name: **HP Inc**
Type of partnership: Sustainable Business
Conservation focus: Climate
Budget range (USD): 250,000 - 500,000

HP is a member of WWF's Climate Savers Program and has set a target to reduce the GHG emissions for global operations by 25 percent by 2025, compared to 2015 baseline. HP is also a participant in WWF's Global Forest and Trade Network and has publicly stated its goal for all HP-brand paper and paper-based product packaging to be derived from certified and recycled sources by 2020, with a preference for virgin fiber from FSC-certified sources.

Company name: **Kimberly-Clark Corporation**
Type of partnership: Consumer engagement & Sustainable Business
Conservation focus: Forests
Budget 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.

Company name: **McDonald's Corporation**

Type of partnership: Sustainable Business

Conservation focus: Freshwater, Food, Waste (Packaging), Forests, Climate

Budget 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 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 The Cascading Materials Vision and Corporate Renewable Energy Buyers' Principles.

Company name: **Nestle S.A. and Nestle Waters N.A.**

Type of partnership: Sustainable Business & Employee Engagement

Conservation focus: Freshwater, Waste (Packaging)

Budget range (USD): 250,000 - 500,000

WWF and Nestle are working together to educate the company's employees about the importance of water stewardship as a tool to protect, preserve, and restore watersheds and natural water systems. WWF and Nestle also participate in the Alliance for Water Stewardship. Nestle is a member of WWF's Bioplastic Feedstock Alliance.

Company name: **Royal Caribbean Cruises LTD.**

Type of partnership: Consumer engagement, Sustainable Business, Philanthropy

Conservation focus: Oceans, Food (Sustainable Fisheries and Seafood), Climate

Budget range (USD): 1,000,000 -2,000,000

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

Conservation focus: Climate, Food, Waste (Packaging), Forests, Freshwater

Budget 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.

Company name: **The Coca-Cola Company Foundation and The Coca-Cola Company**

Type of partnership: Philanthropy & Sustainable Business

Conservation focus: Food, Climate, Freshwater, Waste (Packaging)
Budget 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 Procter & Gamble Company**
Type of partnership: Sustainable Business & Consumer engagement
Conservation focus: Climate, Forests, Freshwater, Food, Waste (Packaging)
Budget range (USD): 250,000 - 500,000

WWF works with P&G to reduce the environmental footprint of the company's operations through the sustainable sourcing of fiber, corporate water stewardship, and sustainable packaging. WWF also works with P&G to reduce greenhouse gas emissions and procure renewable energy through the company's participation in WWF's Corporate Renewable Energy Buyers Principles. P&G is also a participant in WWF's Global Forest and Trade Network (GFTN), WWF's Bioplastic Feedstock Alliance, and WWF's Climate Savers and has set a science based climate target to reduce emissions from operations by 30% by 2020 from a 2010 base-year.

Company Name: **UPS Foundation**
Type of partnership: Philanthropy
Conservation focus: Forests
Budget 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: **Wal-Mart Foundation, Inc. and Wal-Mart Stores, Inc.**
Type of partnership: Philanthropy & Sustainable Business
Conservation focus:
Budget range (USD): 1,000,000 - 2,000,000

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 the lead NGO for the initiative, WWF advised on the design and implementation of Project Gigaton and leads on the energy, deforestation and food 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 2017.

Company	Partnership Type	Conservation Focus	Budget Range (USD)
American Bath Group, LLC	Philanthropy	Wildlife	100,000 - 250,000
American Girl Brands, LLC	Consumer engagement	Wildlife	100,000 - 250,000
AUGEO (f.k.a. Incentive Logic, Inc.)	Consumer engagement	Unrestricted funding	25,000 - 50,000
Avon Products Foundation, Inc. and Avon Products, Inc	Consumer engagement & Sustainable Business	Forests	50,000 - 100,000
Bahamas Marine Exporters Association (BMEA)	Sustainable Business	Food (Sustainable Fisheries)	50,000 - 100,000
Bumble Bee Foods, LLC	Consumer engagement & Sustainable Business	Food (Sustainable Fisheries and Seafood), Waste, Oceans	100,000 - 250,000
Calendar Club Holdings, LLC dba Calendar Club	Consumer engagement	Wildlife	50,000 - 100,000
Chicago Bears Football Club, Inc.	Philanthropy	Unrestricted Funding	50,000 - 100,000
Costco Wholesale Corporation	Sustainable Business	Food (Sustainable Fisheries and Seafood), Waste, Oceans	100,000 - 250,000
Dairy Management Inc. (DMI)/Dairy Research Institute (DRI)	Sustainable Business	Food, Waste	50,000 - 100,000
Danone	Sustainable Business	Forests (Packaging)	25,000 - 50,000
Dell Inc.	Philanthropy	Forests	50,000 - 100,000
Discover Financial Services LLC	Consumer engagement	Unrestricted Funding	25,000 - 50,000
Facebook, Inc.	Sustainable Business	Climate	50,000 - 100,000
Ford Motor Company	Sustainable Business	Forests (Packaging)	25,000 - 50,000
Guggenheim Partners Investment Management, LLC	Philanthropy	Climate, Oceans	100,000 - 250,000
The Hain Celestial Group Inc. dba Bearitos	Consumer engagement	Wildlife	50,000 - 100,000
Hewlett Packard Enterprise	Sustainable Business	Climate	25,000 - 50,000
Humble Bundle, Inc.	Consumer engagement	Unrestricted Funding	50,000 - 100,000

Hyatt Hotels Corporation	Sustainable Business	Food (Sustainable Seafood), Waste	100,000 - 250,000
Hydro Flask	Consumer engagement	Unrestricted Funding	25,000 - 50,000
The Kroger Co.	Sustainable Business	Food (Sustainable Seafood), Waste	100,000 - 250,000
Lego System A/S	Sustainable Business	Forests (Packaging)	25,000 - 50,000
Levi Strauss & Co.	Sustainable Business	Freshwater	50,000 - 100,000
Mars Belgium NV dba Mars Petcare and Mars Foundation	Sustainable Business	Food (Sustainable Fisheries and Seafood), Waste, Oceans	100,000 - 250,000
Metropolitan Hardwood Floors, Incorporated	Sustainable Business	Forests	25,000 - 50,000
McCormick & Company, Incorporated	Sustainable Business	Food, Waste	100,000 - 250,000
Mondelez International, Inc.	Sustainable Business	Food, Waste, Freshwater, Climate	50,000 - 100,000
Music for Relief	Consumer engagement	Forests	50,000 - 100,000
Orca Bay Seafoods, Inc.	Sustainable Business	Oceans, Food (Sustainable Fisheries and Seafood), Waste	25,000 - 50,000
Outerwall Inc. dba Coinstar	Consumer engagement	Wildlife	50,000 - 100,000
The People's Operator USA, LLC	Consumer engagement	General Support	25,000 - 50,000
PepsiCo, Inc.	Sustainable Business	Food, Waste, Freshwater	100,000 - 250,000
Tyson Foods, Inc.	Sustainable Business	Food	25,000 - 50,000
Unilever PLC	Sustainable Business	Food	25,000 - 50,000
V.F. Corporation	Sustainable Business	Freshwater	50,000 - 100,000
WhiteWave Foods Company	Sustainable Business	Freshwater	50,000 - 100,000
Williams-Sonoma, Inc.	Sustainable Business	Forests	50,000 - 100,000
Ziga Media LLC	Consumer Engagement	General Support	25,000 - 50,000

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

AFFCO Trading, Inc. and South Coast Packing Peru S.A.C.
Anheuser-Busch InBev SA/NV
AT&T
C.M.U. & Associates dba Hilo Fish Company, Inc.
Capital One Services, Inc.
CharityBuzz, Inc.
Chemonics International
D&E Import LLC
Eaglecom, Inc.
Ecolab Inc.
Global Fund Investments, LLC
Host Hotels & Resorts, Inc.
Ikea Wholesale Inc.
License Plates of Texas, LLC dba My Plates
Lokai Holdings, LLC
Lotus Seafood, Inc.
MacHeist, L.L.C.
Marriott International, Inc.
Mical Seafoods, Inc.
New Headings, LLC
Productos Torre SA
Rennoc Corporation Foundation, Inc.
Sea Delight Ocean Fund, Inc.
Session M, Inc.
SmithBucklin Corporation
The Bank of Tokyo-Mitsubishi UFJ, Ltd. (BTMU) dba MUFG Union Bank Foundation (MUFG)
The Fishin' Company
Theory11.com LLC
Wells Fargo Foundation
What Is Missing? Foundation