



CORPORATE PARTNERSHIPS REPORT

FY 2022 WWF - **POLAND OCTOBER, 2023**

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.

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

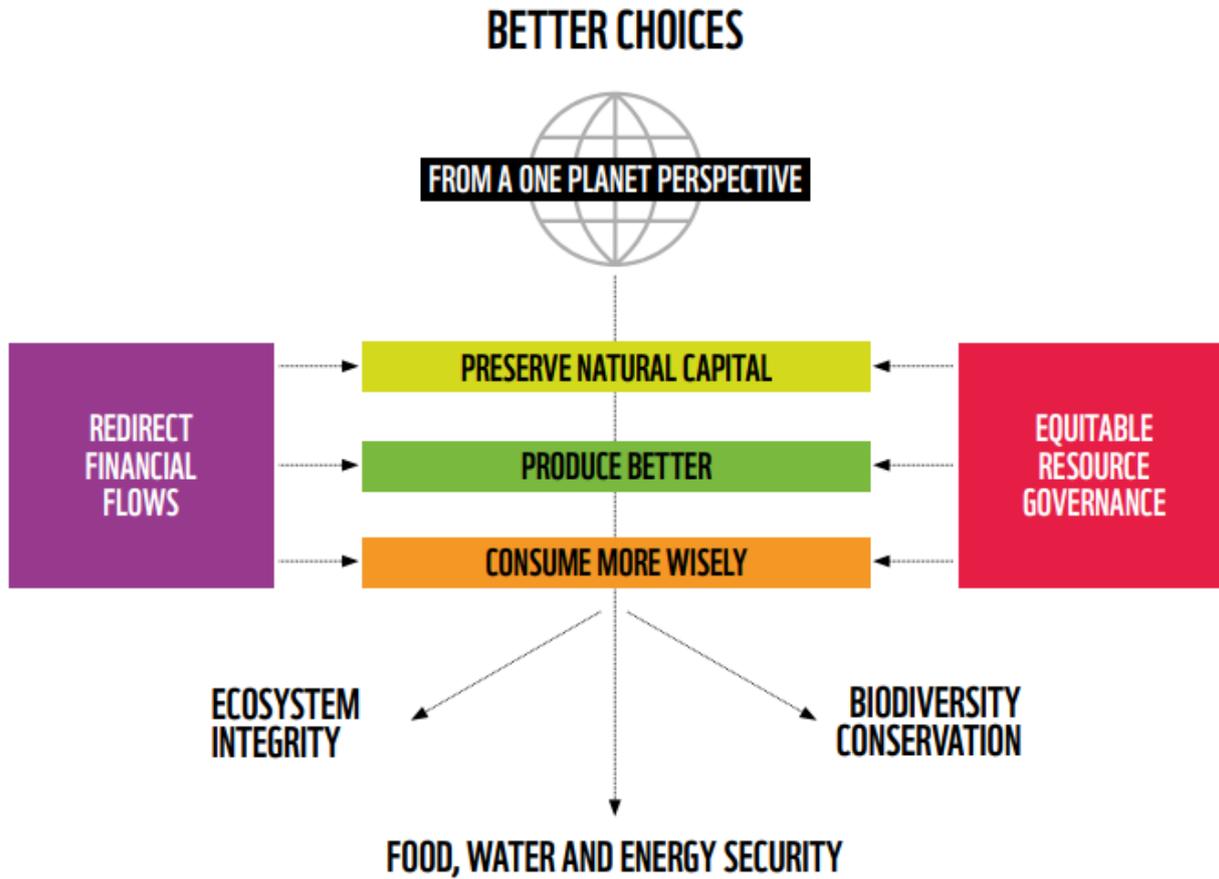
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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.

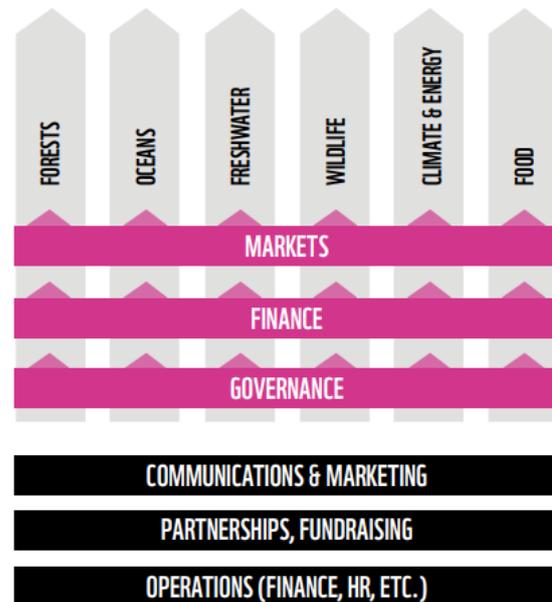
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

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](#), [No Deep Sea Mining](#), [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.

OUR WORK IN 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-Poland 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 FY22, income from corporate partnerships represented 6% of this WWF office's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY22

COMPANY NAME GTC

Industry	Real estate development
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Wildlife
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	https://www.gtcgroup.com/pl

Brief description of partnership

GTC provided philanthropic support to the brown bear conservation program in Poland and to Asian tiger conservation efforts (in Malaysia and Myanmar) to support the international TX2 DoubleTigers initiative, aimed at protecting tigers and doubling the number of wild tigers in the world.

The GTC and WWF partnership aimed to increase social and business awareness of how important environmental protection is in today's world. With the support of WWF, GTC educated its employees, as well as investors, business partners and local communities to protect the natural environment and encourage joint pro-ecological activities. NGOs, individuals and business representatives interested in the topic of privately protected areas or those already owning such areas.

COMPANY NAME IKEA

Industry	Wood
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Forests
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	https://www.wwf.pl/ikea

Brief description of partnership

This is the first time the WWF-IKEA global partnership has included Poland. Drawing on our experience in other countries in Central and Eastern Europe, we aim to contribute to strengthening the condition of the Polish forests to expand resilient forest landscapes that benefit biodiversity, ecosystem services, and the climate while providing equitable economic and social benefits to the people and businesses that depend on them.

During the project's first phase, we're focusing on responsible forest management and better protection for old-growth forests and areas of high conservation value in the Eastern Carpathian region – a biodiversity hotspot. Importantly, we're also working on putting in place solid foundations for change in the Eastern Carpathians and nationwide. This includes promoting dialogue between various stakeholders, building the capacity of civil society

COMPANY NAME

LIDL

Industry	Retail
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Food
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	https://www.lidl.pl/

Brief description of partnership

The partnership of Lidl Polska and WWF Polska is strategic working together and committing to clients, the world nature and business. As a result of our activities, Lidl in Poland is perceived by customers and the business environment as the undisputed industry leader in the ESG area. Together with Lidl, we want to transform the agricultural sector to protect biodiversity in the agricultural landscape. To this end, we are conducting a series of workshops for Lidl suppliers on biodiversity protection. We also conduct practical activities. Together we plant trees in agricultural areas, which help maintain proper water retention in fields and provide shelter for many animal species, including pollinators. Our activities are communicated during a joint communication campaign that educates about the protection of biodiversity in agriculture.

COMPANY NAME

RECKITT BENCKISER

Industry	FMCG
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Wildlife
Budget Range (in EUR)	100,000-250,000
URL link to partnership webpage	https://www.wwf.pl/botanica

Brief description of partnership

WWF- Poland is working with Botanica by Air Wick to create Privately Protected Areas (PPAs) to preserve wildflower habitats in open spaces, with the aim to protect and restore 1.5 million square meters of wildflower habitats over three years.

Air Wick's purpose is to connect people to nature, and WWF's purpose is to protect and restore it. Together, we raise awareness of the critical need for more wildflower habitats and encourage the public to take part in improving the biodiversity of their local spaces. In addition to nature conservation efforts, WWF-Poland and Botanica by Airwick are aiming to bring people closer to nature, to encourage the public to spend more time outdoors, and empower people to take action themselves to protect our planet.

The project is part of a global partnership between WWF and Air Wick that will protect and restore over a billion of square feet of wildflower meadows around the world, helping bring life and biodiversity back to key landscapes.

Globally, Air Wick and WWF are working together in Australia, Brazil, Canada, Mexico, New Zealand, Poland, Portugal, Spain, the UK, and the US. Each market has a dedicated wildflower conservation project funded by Air Wick, alongside a full activation raising awareness of the importance of nature, with WWF's logo on pack with Botanica by Air Wick and specific Air Wick products.

COMPANY NAME UPM RAFLATAC

Industry	Production of label materials
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Forests
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	https://www.wwf.pl/upm-raflatac

Brief description of partnership

UPM Raflatac and WWF Poland have been working together since 2012. We have been working together for the success of the projects “Rivers for life”, WWF River Guardians and since 2019, Circular Economy and Sustainable Production and Consumption. In 2022 we were focused on Private Protective Areas and Forests. With the support of UPM Raflatac, over the past year we have begun mapping wetlands and their potential for restoration.

Through this activity, we will know where and how we can engage business to help us protect Poland’s remarkable biodiversity and counter drought or mitigate climate change. In the past year, we have launched this project, which we intend to expand and promote support for privately protected areas. We have also translated the guidelines IUCN on the management of such areas. This is the first ever publication of the International Union for Conservation of Nature (IUCN) translated into Polish. As part of the promotion of the guidelines, we organized workshops for NGOs, individuals and business representatives interested in the topic of privately protected areas or those already owning such areas.

COMPANY NAME VELUX

Industry	Retail
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	https://www.velux.pl

Brief description of partnership

The partnership with WWF is an element of the new VELUX Group Sustainable Development Strategy 2030, in which the company commits to setting goals based on scientific knowledge - to reduce emissions, VELUX joins the Science Based Targets initiative. To transform its business, the VELUX Group is accelerating investments in energy efficiency: it is switching to renewable energy in its production plants and purchasing electricity produced from 100% renewable sources, as well as significantly changing the way it specifies and purchases materials.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR25,000 OR LESS IN FY22

The following list represents all corporate partnerships that this WWF office has with an annual budget of EUR25,000 or less (including pro bono or in-kind contributions) in FY22.

- 1. Bel- reduction of the environmental impact of dairy farming**
- 2. Euronet- donation payments to the accounts of selected organizations**
- 3. Millenium Bank- special funds from the bank for statutory activities supporting the protection of forest ecosystems and animal species associated with them**
- 4. Polish Coalition for Sustainable Palm Oil- 100% certified palm oil on the Polish market**
- 5. XBS Logistics**

For further information on corporate engagement at WWF-Poland, please contact:

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**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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and wildlife.

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