

A vertical photograph of a lush green forest. In the foreground, a river flows over rocks, creating white rapids. The trees are dense and vibrant green, with a misty or hazy background suggesting a mountainous region.

CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-POLAND
CORPORATE PARTNERSHIPS
FISCAL YEAR 2021

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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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TAKING BOLD COLLECTIVE ACTION

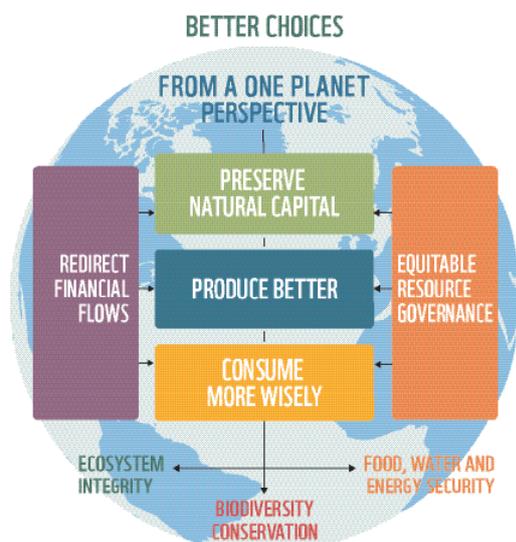
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – on wildlife, forests, oceans, water, 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 is strongly inclusive of 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 multinational corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers.

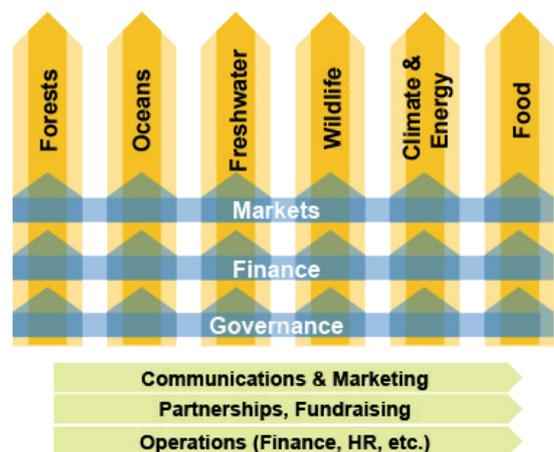
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

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 [2020 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 private 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. The private sector is also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

By working with companies, WWF aims to change behaviour and drive conservation results that would not be possible otherwise.

More specifically, our work with the private 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 away from fossil fuels 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](#) and the [Consumer Goods Forum](#)) to make ambitious commitments and to engage in public policy discussions, 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, as well as work in partnership with individual companies.

This report presents an overview of the partnerships that WWF-Poland 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 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.

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 places and species for which WWF stands. 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 already committed to conservation or are undertaking substantial action to improve their sustainability performance.

As this report shows, many partnerships with companies use a combination of these approaches.

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](#).

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.

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 FY20, income from corporate partnerships represented 8% of this WWF office's total income.



INFORMATION ON WWF-POLAND CORPORATE PARTNERSHIPS

The following list of companies is an overview of all the corporate partnerships that WWF-Poland has with an annual budget of greater than EUR25,000. Details of each partnership can be found below:

UPM Raflatac

H&M

Kompania Piwowarska

UPM RAFLATAC

Industry

Production of label materials

Type of partnership

**Communications and awareness raising
Philanthropic partnership**

Conservation focus of partnership

Freshwater

Circular economy

Sustainable production and consumption

FY 2020 budget range (EUR)

25,000-100,000

For more information, click [HERE](#)

UPM RAFLATAC

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. Our efforts have been focused on monitoring works on rivers, consulting documents defining the principles of Polish water management and promoting modern flood protection methods based on natural regeneration flood plains. The WWF River Guardians programme engages volunteers in rivers monitoring and mapping of the barriers on rivers. Thanks to the UPM Raflatac’s support, in 2020 WWF conducted an educational campaign about responsible consumption linking nature and our daily life choices.

KOMPANIA PIWOWARSKA (ASAHI GROUP), BRAND ŻUBR

Industry

Food & beverages

Type of partnership

**Communications and awareness raising
Philanthropic partnership**

Conservation focus of partnership

Wildlife

FY 2020 budget range (EUR)

100,000-250,000

For more information, click [HERE](#)

KOMPANIA PIWOWARSKA

In the fall of 2019, WWF and Żubr the biggest beer brand in Poland joined forces to built awareness of endangered species: lynx, wolf, pygmy owl and bear and their habitats, the most valuable natural forests in Poland. Żubr conducted a big marketing campaign, inc. TV ad and customized labels with endangered species on beer bottles and cans (no panda logo on products). The Żubr brand donated PLN 1,000,000 to WWF Polska for nature conservation long-term projects: reintroduction of the lowland lynx, minimizing conflicts between wolves and bears and humans, inventorying the pygmy owl nests and preserving the most valuable natural forests in Poland, especially the Białowieża Forest and the Carpathian Forest.

Results of the campaign:

- Increase of the percentage of people convinced that the problem of endangered species definitely concerns Poland.
- Increased spontaneous knowledge of wolves, lynxes and bears as endangered species among Polish society.
- Increased fondness among Polish society for all 4 endangered animals, the greatest for the wolf.

H&M

Industry

Textile

Type of partnership

**Communications and awareness raising
Philanthropic partnership**

Conservation focus of partnership

Forests

Wildlife

Circular economy

Sustainable production and consumption

FY 2020 budget range (EUR)

25,000-100,000

For more information, click [HERE](#)

H&M

“Responsible choices don’t bite”. Partnership for People and Nature During the partnership we were focused on education and awareness rising among H&M’s customers and employees regarding sustainable production and consumption esp. fashion. H&M phased out free plastic bags and introduced FSC paper bags for which customers has been charged. Between April 2018 and October 2019 H&M organized two sustainable fashion events: “Challenge accepted!” - Conscious Exclusive collection launch and “Rewear Market” - promotion of reusing and recycling garments. WWF’s experts took floor in debates on sustainable fashion challenges, there was also an “Our Planet: our business” movie screening. Together with H&M we conducted a contest for H&M “Hello Member” Club members and H&M staff for a slogan for Bialowieza Forest with a trip with WWF to Bialowieza Forest as a prize. WWF logo was on bags and POSMs for first 2 months of the partnership with a slogan: “Help us create a more sustainable fashion future”. There was also Social Media communication of the launch of the partnership.

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

1. Geberit
2. Millennium Bank
3. Mowi
4. T-Mobile

WWF WORLDWIDE NETWORK*

Where we work*

| | | | |
|---------------|-------------|-------------------|-------------------------------------------------|
| Armenia | Gabon | New Caledonia | Uganda |
| Australia | Georgia | New Zealand | UK |
| Austria | Germany | Norway | Ukraine |
| Azerbaijan | Greece | Pakistan | USA |
| Belgium | Guatemala | Panama | Vietnam |
| Belize | Guyana | Paraguay | Zambia |
| Bhutan | Honduras | Peru | Zimbabwe |
| BIH | Hong Kong | Philippines | |
| Bolivia | Hungary | PNG | Other active countries/ consultants* |
| Brazil | India | Poland | Cuba |
| Bulgaria | Indonesia | Republic of Congo | Kazakhstan |
| Cambodia | Italy | Romania | Kyrgystan |
| Cameroon | Japan | Russia | |
| Canada | Kenya | Serbia | Associates/Partners* |
| CAR | Korea | Seychelles | Argentina |
| Chile | Kosovo | Singapore | Ghana |
| China | Laos | Slovakia | Latvia |
| Colombia | Madagascar | Slovenia | Nigeria |
| Comoros | Malaysia | Solomon Islands | Portugal |
| Croatia | Mexico | South Africa | UAE |
| Denmark | Moldova | Spain | |
| DRC | Mongolia | Suriname | |
| Ecuador | Morocco | Sweden | *As at April 2019 |
| Fiji | Mozambique | Switzerland | |
| Finland | Myanmar | Tanzania | |
| France | Namibia | Thailand | |
| French Guyana | Nepal | Tunisia | |
| | Netherlands | Turkey | |

**OUR MISSION IS TO CONSERVE
NATURE AND REDUCE THE
MOST PRESSING THREATS
TO THE DIVERSITY OF LIFE
ON EARTH.**



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

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