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Corporate Partnerships Report – FY 2023

WWF- Poland

WWF is one of the world's largest and most experienced independent conservation organizations, with over 6 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 environmental 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 solutionsbased 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.



Naszą misją jest powstrzymanie degradacji środowiska naturalnego i budowanie przyszłości, w której ludzie będą żyć w harmonii z naturą.

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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 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 organisation 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 international. 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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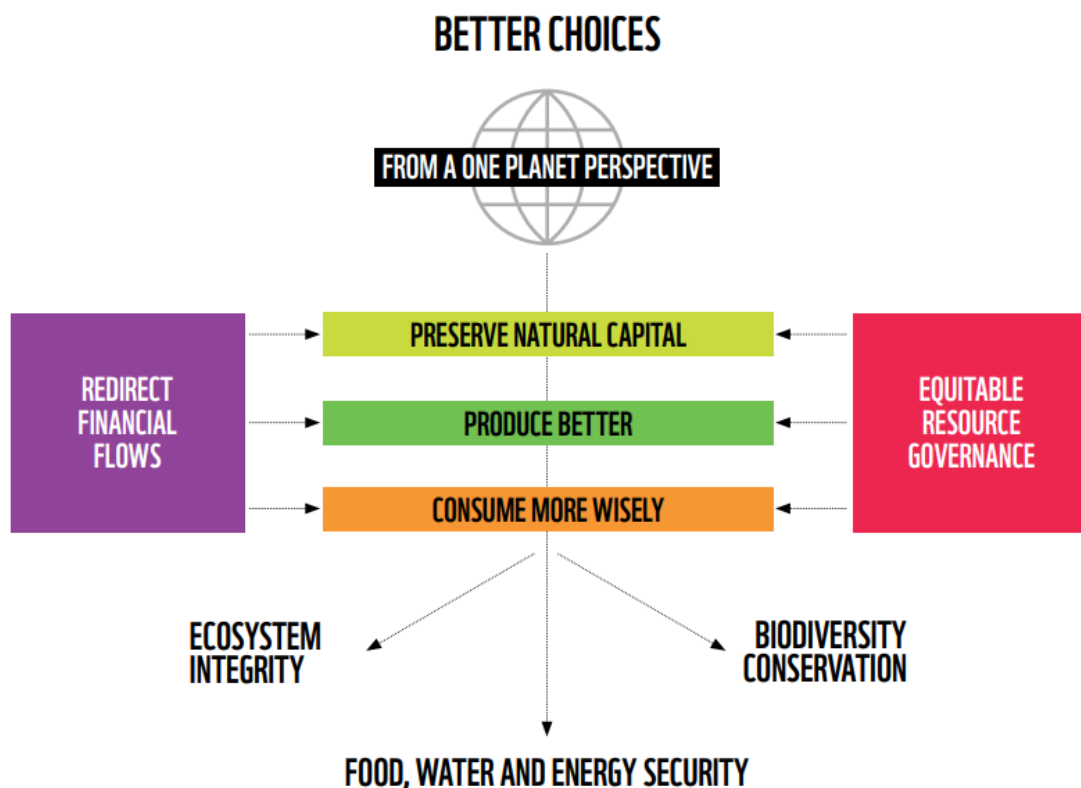
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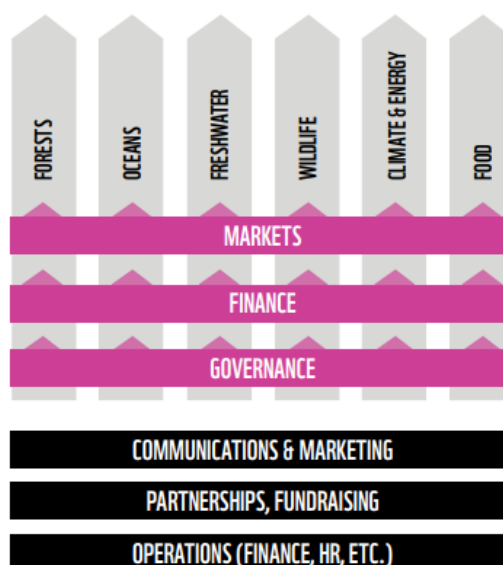
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WWF'S GLOBAL VISION FOR CHANGE



HOW WE MAKE IT HAPPEN

**6 GLOBAL GOALS,
3 CROSS-CUTTING DRIVERS,
DELIVERED BY POWERFUL
COMMUNITIES OF PRACTICE
AND PARTNERS**



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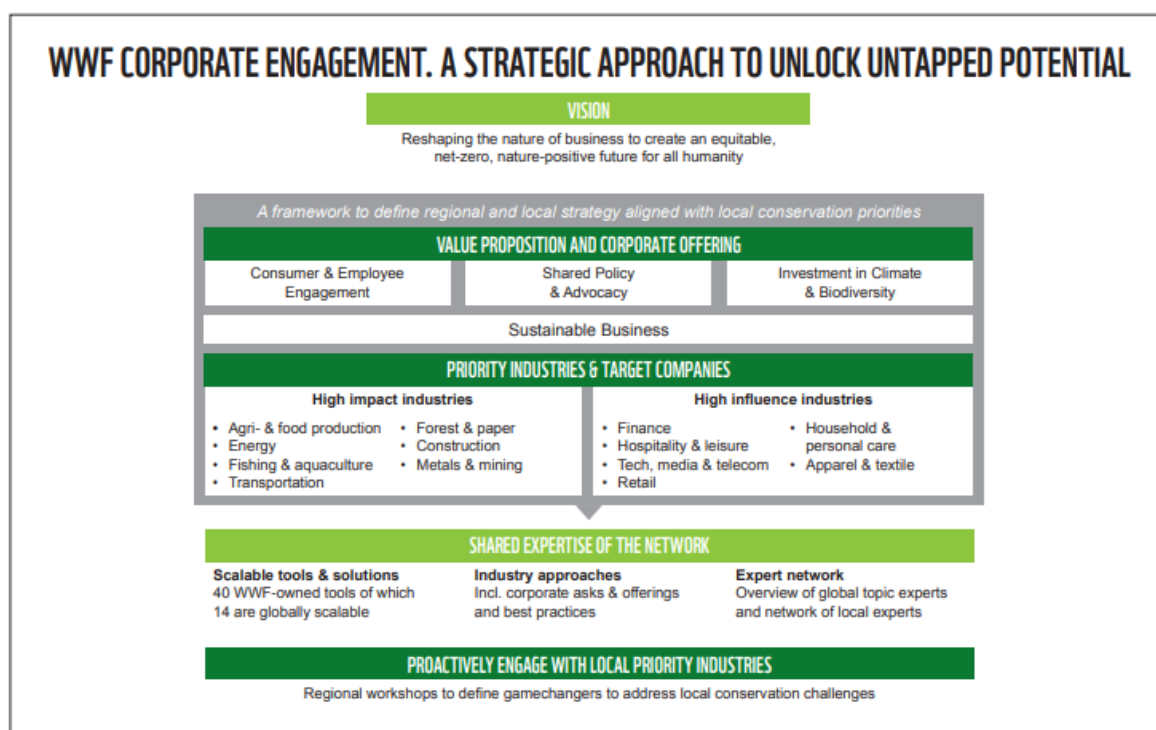


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OUR WORK WITH THE CORPORATE SECTOR

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 environmental 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.



Many of our partnerships with companies use a combination of these approaches. 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 while also to engage in public policy discussions at global and local levels, 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), mobilise public pressure through high-profile campaigns on issues related to business activities (e.g. Business for Nature, No Deep Sea



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Mining, Coalition to End Wildlife Trafficking Online), as well as working in partnership with individual companies.

This report presents an overview of the partnerships that WWF-Poland has with individual companies.

OUR WORK IN CORPORATE PARTNERSHIPS

WWF works with companies to achieve our environmental 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.

Our collaboration 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 four 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.



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4. POLICY AND ADVOCACY

The fourth approach involves collaborating with businesses to influence policies, regulations, and industry practices for sustainability. These partnerships are crucial for shaping policies that align nature and business, creating a sustainable future. 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 ENGAGES WITH COMPANIES AT THE DIFFERENT STAGES OF THEIR SUSTAINABILITY JOURNEY TO ENABLE SYSTEMIC CHANGE



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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 environmental challenges;
- Influence policies that lead to bold ambitions and integrated actions
- 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 FY23, income from corporate partnerships represented 10% of this WWF office's total income.



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PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR 25,000 IN FY23

Company Name	Lidl Polska
Industry	Retail
Type of Partnership	Financing Climate and Nature Consumer and Employee Engagement Transforming Business
Conservation Focus of Partnership	Biodiversity
Budget Range (in EUR)	100,000 - 250,000
URL link to partnership webpage	https://www.wwf.pl/wspolnie-z-lidl-polska-odtworzamy-krajobraz-rolniczy
Lidl Polska partnered with WWF Poland to implement a pilot project focused on planting trees in the Grodzisk Wielkopolski municipality. Over the course of four days, 300 trees were planted to support biodiversity in the area. The plantings were carried out by Patryk Kokociński, winner of the 2021 Baltic Sea Farmer of the Year Award organized by WWF Poland, and involved tree species naturally occurring in Poland. Beyond the tree planting initiative, Lidl Polska and WWF Poland aim to promote sustainable practices among the company's suppliers, encouraging methods that also benefit biodiversity. Suppliers will have the opportunity to take part in thematic workshops addressing the climate crisis. To raise awareness among customers and other interested audiences, Lidl Polska also prepared two podcasts, <i>Naturalnie z WWF</i> and <i>Dobry temat!</i>, which highlight the importance of biodiversity and the positive impact of field tree planting.	



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Company Name	UPM Raflatac
Industry	Labelling
Type of Partnership	Financing Climate and Nature Consumer and Employee Engagement
Conservation Focus of Partnership	Forests, Biodiversity
Budget Range (in EUR)	25,000 - 100,000
URL link to partnership webpage	https://www.wwf.pl/razem-dla-przyrody
We have collaborated with WWF Poland since 2012 on many activities around various sustainability topics. The collaboration was kicked off by a focus on restoring natural river ecosystems in Poland to create awareness about the importance of rivers for maintaining biodiversity and establishing the Guardians of the River program. We shifted further collaborations towards first Responsible Production & Consumption and now Waste Management, both for a Circular Economy, and the promotion of sustainable forestry and protected area networks contributing to a mosaic of land, wetland and coastal areas that enhance connectivity, biodiversity conservation and carbon sequestration.	

Company Name	Bank Millennium
Industry	Financial Services
Type of Partnership	Consumer and Employee Engagement
Conservation Focus of Partnership	Forests, Biodiversity
Budget Range (in EUR)	25,000 - 100,000
URL link to partnership webpage	https://www.wwf.pl/bank-millennium
Our joint activities focus on educating the Bank's clients, employees and customers about nature conservation. Together, we want to draw attention to, among other things, the need to protect endangered species, above all the lynx, whose presence in the forests of north-eastern Poland our foundation has been monitoring for many years, while also supporting reintroduction programmes for the species.	



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Company Name	GTC
Industry	Development industry
Type of Partnership	Financing Climate and Nature Consumer and Employee Engagement
Conservation Focus of Partnership	Biodiversity
Budget Range (in EUR)	25,000 - 100,000
URL link to partnership webpage	https://www.wwf.pl/gtc
GTC provided philanthropic support for a brown bear conservation program in Poland as well as for initiatives dedicated to protecting the Asian tiger in Malaysia and Myanmar. This contribution supports the international TX2 DoubleTigers initiative, which aims to safeguard tigers and double the number of wild tigers worldwide. The partnership between GTC and WWF seeks to raise awareness among society and the business community about the importance of protecting the natural environment in today's world. With WWF's support, GTC will educate its employees, as well as investors, business partners, and local communities, while encouraging joint pro-environmental actions.	

Company Name	AirWick (Reckitt Benkiser)
Industry	Consumer products
Type of Partnership	Financing Climate and Nature Consumer and Employee Engagement
Conservation Focus of Partnership	Biodiversity
Budget Range (in EUR)	100,000 - 250,000
URL link to partnership webpage	https://www.wwf.pl/fundacja-wwf-polska-i-air-wick-tworza-kolejny-obszar-prywatnie-chroniony
Thanks to financial support from Air Wick, WWF Poland is creating another private nature reserve by investing in the protection of unique meadow habitats. In this way, we are actively contributing to the establishment of privately protected areas, the conservation of biodiversity, and climate change mitigation. With Air Wick's support, WWF Poland and the Polish Society for the Protection of Birds acquired new land in Zajki and established a new privately protected area there. To date, WWF Poland and its conservation partners, with funding from Air Wick, have protected over 148 hectares of valuable meadow habitats. In June, with Air Wick's financial support, WWF Poland and the Naturalists' Club acquired an additional 8 hectares in the Konotop River valley, creating yet another privately protected area.	



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Company Name	IKEA Karpaty
Industry	Forestry, Paper, Pulp & Wood products
Type of Partnership	Consumer and Employee Engagement
Conservation Focus of Partnership	Forests
Budget Range (in EUR)	100,000 - 250,000
URL link to partnership webpage	<u>BEZ LASÓW BĘDZIEMY W LESIE WWF Polska</u>
The cooperation with IKEA consisted of content development and promotion of sustainable forest management and FSC certification in Poland.	



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PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR*25,000 OR LESS IN FY23

1. XBS Logistic
2. Euronet
3. Hircon

CORPORATE ENGAGEMENT PLATFORMS

The following list represents corporate engagement platforms that this WWF office is leading or is part of and involves multilateral engagements with companies to bring about sustainable outcomes within their supply chain or consumer behaviors. You should only list down platforms that WWF is leading on (e.g., PACT, Forests Forward, Climate Business Network, etc.) and not of external parties.

1. Polish Coalition for Sustainable Palm Oil

For further information on corporate engagement at WWF- Poland, please contact:
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Magdalena Rusiłowicz / Strategic Partnerships Specialist / mrusilowicz@wwf.pl



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