



WWF

REPORT

NO

# CORPORATE PARTNERSHIPS REPORT

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OVERVIEW OF WWF-NORWAY CORPORATE PARTNERSHIPS  
CALENDAR YEAR 2019

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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 – 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.

### 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 [2018 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 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.

By working with the corporate sector, WWF aims to change behavior and drive conservation results that would not be possible otherwise.

More specifically, our work with the corporate 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 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](#), 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 \(FSC\)](#), [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 (e.g. [Seize Your Power](#), [Virunga](#), [Reviving the Oceans Economy](#)), 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.

## 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 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 business 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 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 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 on [www.panda.org/business](http://www.panda.org/business).

## THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF-Norway has with individual companies. Further detail can be found at: <https://www.wwf.no/stott-wwf/for-bedrifter/bedriftssamarbeid-med-wwf>

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 some cases take place in other countries or regions.

In calendar year 2019, the total income from business represented 5% of this WWF's office income.

## INFORMATION ON WWF-NORWAY'S CORPORATE PARTNERSHIPS

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The following list represents all corporate partnerships that WWF-Norway has with an annual budget greater than EUR25,000.

Statkraft	NorgesGruppen	Stormberg AS
Rev Ocean	NOFO	Pals
Bama Storkjøkken	Blush	

## STATKRAFT

CORPORATE ID CARD

Industry	<b>Energy</b>
Type of partnership	<b>Sustainable business practices</b>
Conservation focus of partnership	<b>Production of hydro- and windpower</b>
FY2018 budget range (EUR)	<b>100.000-250.000 EUR</b>

Statkraft and WWF-Norway have been working together since 2009. Statkraft is the parent company of the Statkraft-group, which is the largest producer of renewable energy in Europe. The current cooperation agreement began on 27/05/2019. The goal of the collaboration is to promote renewable energy solutions in Norway and Europe, which can replace fossil energy production and consumption. The key elements of the partnership are:

### **1 - Climate and energy policy in Europe**

WWF and Statkraft want to increase the share of renewables in Europe to replace fossil energy by influencing European climate and energy policy, both in the EU and in Norway.

### **2 - Integrated energy markets**

WWF and Statkraft both believe that an integrated power system between countries in Europe is necessary to phase out fossil energy. This is because renewable energy from the sun and wind fluctuates sharply, and an integrated power system between different regions makes it possible to transport electricity from areas with surplus production to deficit production.

### **3 - Norwegian framework conditions for hydropower and wind power, including the natural consequences of developing and producing such power.**

WWF and Statkraft are concerned with competitive framework conditions for renewable power generation. We want to find common activities that safeguard the interests of both nature and profitability.

### **4 - Joint communication on electrification and renewable energy in general.**

WWF and Statkraft want to show that it is possible to achieve a low-carbon economy and what opportunities exist within the green shift that safeguards nature.

## REV OCEAN

Industry	<b>Research</b>
Type of partnership	<b>Sustainable business practices</b>
Conservation focus of partnership	<b>Philanthropic, sustainable business practice.</b>
FY2018 budget range (EUR)	<b>100.000-250.000 EUR</b>

WWF-Norway and REV Ocean are working together on developing a research and expedition vessel that will provide critical contributions in the fight to save the world's oceans. The objective is to create concrete solutions to turn the negative environmental development in the oceans. At the centre of the agreement is the building of a groundbreaking research and expedition vessel that has been embarked upon by REV Ocean Independent scientists, marine experts, and innovative thinkers from all over the world will have access to REV and the on-board technology. The objective is to increase knowledge and promote innovation to overcome some of the greatest challenges we currently face:

- Climate change and marine pollution due to increasing CO2 emissions
- Plastic and other pollution
- Overfishing and bycatch

## BAMA STORKJØKKEN

Industry	<b>Food</b>
Type of partnership	<b>Sustainable business practices</b>
Conservation focus of partnership	<b>Sustainable seafood</b>
FY2018 budget range (EUR)	<b>25.000-100.000 EUR</b>

Bama Storkjøkken and WWF-Norway have been working together since 2014. The current agreement runs until Fall 2020 with possibility of renewal. Bama Storkjøkken sells seafood through their company Køltzow. The main purpose of the partnership is to implement sustainable seafood policies through WWF seafood guidelines for procurement of seafood, and an annual increase in the uptake of ASC and MSC certified seafood.

As a result of the partnership, Bama has more than doubled their amount of certified products from 2014 to 2019 that they sell to their key customers, which are hotels and restaurants (big impact branches).

## NORGESGRUPPEN

CORPORATE ID CARD	Industry	<b>Food</b>
	Type of partnership	<b>Sustainable business practices</b>
	Conservation focus of partnership	<b>Climate, low-carbon society.</b>
	FY2018 budget range (EUR)	<b>25.000-100.000 EUR</b>

NorgesGruppen and WWF-Norway signed a project agreement in 2017 which was continued in 2018. NorgesGruppen is a leading wholesale and retail company within consumer products in Scandinavia, with focus on Norway. The main purpose of the partnership is to contribute Norway’s efforts to reach its climate targets for 2030. It also promotes efforts to identify and develop new business opportunities on the path towards a low-carbon society.

Through the cooperation WWF-Norway have assisted NorgesGruppen with their procurement policy of sustainable biofuels and how they can reach their goal to become carbon neutral. In addition, NorgesGruppen and WWF have used the new project period to look at challenges with single-use plastic.

## NORWEGIAN OIL-SPILL PREPAREDNESS FOR OPERATING COMPANIES (NOFO)

CORPORATE ID CARD	Industry	<b>Oil spill preparedness and recovery Training and preparedness</b>
	Type of partnership	<b>Awareness and communication</b>
	Conservation focus of partnership	<b>Oil spill and recovery preparedness</b>
	FY2018 budget range (EUR)	<b>25.000-100.000 EUR</b>

The purpose of the collaboration with NOFO is to strengthen the oil spill preparedness in Norway. NOFO and WWF-Norway is part of the national preparedness model that combines public as well as other private oil spill response resources in Norway. Since 2005 the collaboration has resulted in over 500 personnel resources being available for clean-up operations through training and organizing volunteers through the programme “Clean Coast”. The collaboration commits WWF-Norway and NOFO to mobilize its volunteers and equipment in case of an oil spill along the Norwegian Coast. There were no training courses in 2019, just oil spill preparedness.

## BLUSH

Industry	<b>Cosmetics</b>
Type of partnership	<b>Philanthropic, sustainable business practice.</b>
Conservation focus of partnership	<b>Climate low-carbon society and Oceans</b>
FY2018 budget range (EUR)	<b>25.000-100.000 EUR</b>

Blush and WWF-Norway started a cooperation in 2018 with possibility for renewal at the end of the year in 2020. Blush is an online store, which focuses mostly on products from the cosmetic industry, and some retail. Blush does not sell any products that contain micro plastics and has a high environmental awareness when it comes to packaging and transport of its products. This contributes to Norway's efforts to reach its climate targets for 2030. Blush also supports WWF's work towards non-plastic pollution of our oceans.

## STORMBERG AS

Industry	<b>Textile</b>
Type of partnership	<b>Philanthropic, sustainable business practice.</b>
Conservation focus of partnership	<b>Wildlife</b>
FY2018 budget range (EUR)	<b>25.000-100.000 EUR</b>

Stormberg and WWF-Norway started a cooperation in 2018. The current agreement was signed in 2018 and lasts until the end of 2020, with possibility for renewal. Stormberg is Norway's most selling brand of clothing for outdoor and hiking activities. It is an enterprise with a strong awareness on environmental issues and social responsibility, and all its products are climate neutral. 1 % of its turnover is set aside for humanitarian, environmental and community projects. Stormberg supports WWF-Norway's carnivore work.

## PALS

CORPORATE ID CARD

Industry	<b>Food</b>
Type of partnership	<b>Philanthropic, sustainable business practice.</b>
Conservation focus of partnership	<b>Climate, low-carbon society.</b>
FY2018 budget range (EUR)	<b>25.000-100.000 EUR</b>

Pals and WWF-Norway have had a long cooperation, which started in 1995. The current cooperation agreement was signed in 2015 and lasts until 2019. A new agreement for the period 2020-2024 has been signed. Pals produces bread in three whole-grain varieties using local ingredients and with an environmental focus in the way it is packaged and transported. This contributes to Norway's efforts to reach its climate targets for 2030.

**THE FOLLOWING LIST REPRESENTS ALL CORPORATE PARTNERSHIPS THAT WWF-NORWAY HAS WITH AN ANNUAL BUDGET UP TO EUR25,000. INCLUDING ALL IN-KIND PARTNERSHIPS**

Agva Kraft	Glacial	System Frugt AS
Alfred Berg Humanfond	Katapult Ocean	Norstat Norge
Cultura Bank	SKIFT	Villa Paradiso
Dyreparken Kristiansand		

**THE FOLLOWING LIST REPRESENTS ALL PARTICIPANTS IN WWF-NORWAY'S CORPORATE BUSINESS CLUB 2019**

COMPAREX Norge AS	Drig AS	Green Nudge
Consigliere AS	Dugnadsiden AS	HN
Christiania Personell	Enova	Oxer Eiendom
Den Flyvende Tallerken	Green Dog Svalbard	Wind Invest AS



# THE WWF NETWORK\*

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## WWF Offices\*

Armenia	Honduras	Slovakia
Australia	Hong Kong	Solomon Islands
Austria	Hungary	South Africa
Azerbaijan	India	Spain
Belgium	Indonesia	Suriname
Belize	Italy	Sweden
Bhutan	Japan	Switzerland
Bolivia	Kenya	Tanzania
Brazil	Korea	Thailand
Bulgaria	Laos	Tunisia
Cambodia	Madagascar	Turkey
Cameroon	Malaysia	Uganda
Canada	Mexico	Ukraine
Central African Republic	Mongolia	United Arab Emirates
Chile	Morocco	United Kingdom
China	Mozambique	United States of America
Colombia	Myanmar	Vietnam
Croatia	Namibia	Zambia
Cuba	Nepal	Zimbabwe
Democratic Republic of Congo	Netherlands	
Denmark	New Zealand	<b>WWF Associates*</b>
Ecuador	Norway	Fundación Vida Silvestre (Argentina)
Fiji	Pakistan	Pasaules Dabas Fonds (Latvia)
Finland	Panama	Nigerian Conservation Foundation (Nigeria)
France	Papua New Guinea	
French Guyana	Paraguay	
Gabon	Peru	
Georgia	Philippines	*As at October 2018
Germany	Poland	
Greece	Romania	
Guatemala	Russia	
Guyana	Singapore	

# WWF in numbers

**+100**

WWF is in over 100 countries, on 6 continents

**1961**

WWF was founded in 1961



**+5M**

WWF has over 5 million supporters

**+25M**

WWF has over 25 million followers on Facebook, Twitter and Google+



**Why we are here?**  
To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

[www.wwf.no](http://www.wwf.no)