



# CORPORATE PARTNERSHIPS REPORT

---

OVERVIEW OF WWF-SPAIN CORPORATE PARTNERSHIPS  
FISCAL YEAR 2017

For further information on specific partnerships, please contact  
WWF-Spain

Clorinda Maldonado (cmaldonado@wwf.es)

**For any media enquiries**, please contact

Amaya Asiain (amasiain@wwf.es)

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.

Published in Julio 2018 by WWF – World Wide Fund For Nature – WWF-Spain (Formerly World Wildlife Fund), Madrid, Spain. Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner.

© Text 2018 WWF-Spain

All rights reserved.

## 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 drives 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 [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.

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 (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 WWF-Spain 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 undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

As this report shows, 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 business.

We want all our partnerships with business 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 business sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue or start reporting publicly on all our private sector relationships, their intent, objectives and impacts, of which this report is one part.

## THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF-Spain 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-Spain 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.

## INFORMATION ON WWF-SPAIN CORPORATE PARTNERSHIPS

---

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

Ambilamp

Mahou San Miguel

Coca Cola Foundation

Correos

Eroski

Reale Foundation

SCA

H&M

Apple – Apps for Earth

Ecovidrio

## AMBILAMP

**Ambilamp** is a non-profit association that was set up to solve this problem, by bringing together

the leading lighting companies in order to develop a system for the collection and processing of waste lamps and luminaires,

WEEE. They offer all the information necessary to recycle Fluorescent tubes, Low-energy light bulbs, Discharge lamps, Retrofit LED bulbs and Luminaires in a responsible way.

WWF and **Ambilamp** have a common goal, which is to raise public awareness about the climate change.

CORPORATE CARD

Industry

**Consumer Electronics**

Type of partnership

**Sustainable business practises**

**Communication and awareness raising**

Conservation focus of partnership

**Climate & Energy**

FY2017 budget range (EUR)

**25,000 € – 100,000 €**

## MAHOU SAN MIGUEL

**Mahou San Miguel**, Spanish Beer Company and leader of the sector

in the country, has signed a strategic partnership agreement with WWF for three years to work on an ambitious environmental project. Its main objective is to improve biodiversity in the some areas of Henares (Guadalajara) and Jarama (Madrid) rivers and Sierra de Beteta (Cuenca) –where **Mahou San Miguel** has production centers– involving professionals, institutions and the local community.

The agreement involve performances in depth in selected areas: cleaning riverbeds and banks, plantation and reintroduction of various plant species –around 6,000 trees– and improving the habitats of key animal species for the ecosystem and biodiversity of these zones. In addition, **Mahou San Miguel** launched a volunteer program and awareness among professionals to actively participate in this project, including a tree planting.

**Mahou San Miguel** has joined the Earth Hour initiative by switching off the lights of all its offices, production facilities and billboards.

CORPORATE CARD

Industry

**Beverage**

Type of partnership

**Sustainable business practises**

**Communication and awareness raising**

Conservation focus of partnership

**Forest**

FY2017 budget range (EUR)

**25,000 € – 100,000 €**



## COCA COLA FOUNDATION

In the framework of the global partnership

between WWF and **The Coca Cola Company**, focused on conserving the most important freshwater basins and replacing water in communities and nature, WWF Spain is developing an innovative Project to achieve significant savings in water consumption by irrigated crops –both herbaceous crops and vineyards-in the upper Guadiana Basin and thus contribute to replenish the aquifer and its natural water supply to Tablas de Daimiel National Park, an inland wetland with an enormous biodiversity and cultural value.

Also **Coca Cola** participates in WWF’s Global Forest & Trade Network and Club Business for Nature in Spain and Earth Hour Campaign.

CORPORATE ID CARD

Industry  
**Beverages**

Type of partnership  
**Sustainable business practises**  
**Communication and awareness raising**

Conservation focus of partnership  
**Freshwater**  
**Forests**  
**Biodiversity**

FY2017 budget range (EUR)  
**100,000 € – 250,000**

## CORREOS “GREEN LINE” PRODUCTS

**Correos** is one of Spain’s largest companies, employing more than 52,000 people.

As a public company, it sets the standard in terms of responsible business, extending this commitment to each and every one of its operational areas, and to the development of its business activities.

One of **Correos**’ best-known actions regarding the environment is ‘Línea Verde’ (Green Line), which it carries out primarily in collaboration with its clients.

**Correos** has been supporting initiatives to help the environment for many years, especially reforestation in Spain. To do so, the postal company sells ecological envelopes, boxes and packaging made out of recycled material and environmentally friendly, called ‘Linea Verde’, through its network of over 2,200 multiservice offices, setting aside a portion of the sales price of each unit for forest recovery. These products include a caption informing users of the contribution they are making for planting trees. This also helps raise society’s awareness of the importance of purchasing ecological products.

WWF and **Correos** have been working together since 2010. Thanks to the funds collected from these sales, more than 35,000 trees have been reforested in 8 important ecological areas with native trees.

CORPORATE ID CARD

Industry  
**Packaging**

Type of partnership  
**Communication and awareness raising**

Conservation focus of partnership  
**Forest**  
**Recycling**

FY2017 budget range (EUR)  
**25,000 € – 100,000 €**

## **EROSKI**    **Eroski boosts sales and awareness in Spain.**

Spanish retailer **Eroski**, the country’s third largest chain and the first to carry MSC-certified products in its fresh fish counters, conducted a marketing campaign designed to educate consumers on the importance of sustainable seafood. Eroski engaged consumers at the point of sale with posters and promotions, reaching approximately 13,000 people.

This campaign is made together WWF Spain. An increase of nearly 10 per cent in customer awareness and understanding of the MSC ecolabel was recorded in surveys conducted during the campaign, and Eroski reported a 112 per cent increase in sales of MSC-ecolabelled products at their stores.

**Eroski** and WWF Spain have been working together since 2005 with different awareness campaigns focused to consumers: climate change and efficient use of energy, reduce and replacement of the plastic bag, saving water at home, earth hour, and to improve the company’s commodity supply chain policy, mainly in sustainable seafood with MSC and responsible timber and paper with FSC.

CORPORATE ID CARD

Industry  
**Retail**

Type of partnership  
**Sustainable business practises  
Communication and awareness raising**

Conservation focus of partnership  
**Forest  
Commodities (sustainable seafood)**

FY2017 budget range (EUR)  
**25,000 € – 100,000 €**

## **REALE FOUNDATION**    **The Reale Foundation collaborates with**

WWF Spain in different matters as a member of Club Business for Nature, an initiative aimed at encouraging the participation of companies in the defence of the environment and to show their commitment to society and future generations.

The Club offers to support the activities and projects of WWF. Also, **Reale Foundation** supports specific projects, campaign for recycling and the responsible use of paper and the information campaign to promote energy savings in office and in home.

CORPORATE ID CARD

Industry  
**Insurance**

Type of partnership  
**Communication and awareness raising**

Conservation focus of partnership  
**Forest  
Climate Change**

FY2017 budget range (EUR)  
**25,000 € – 100,000 €**

**SCA** **SCA Spain** (Puigpelat-Tarragona) belongs to the Swedish group SCA, the world leader in paper goods and consumer goods. The company develops, manufactures and markets personal hygiene products, tissues, napkins and toilet paper, packaging, printing paper and solid wood products.

**SCA** is the supplier of cellulose products of Mercadona (one of the most important supermarket company in Spain), manufactured under the Green Forest brand. These products are made exclusively with pulp from sustainable forests certified by FSC and are supported with Panda Logo in the packaging.

Also **SCA** participates in WWF's Global Forest & Trade Network.

## H&M KIDS COLLECTION TO RAISE FUNDS

United in a common vision for a sustainable future for people and nature, the Autumn of 2016, **H&M** and WWF

have joined forces with a children's collection that aims to inspire people all over the world to care for our planet. All the garments are organic cotton-based and recognizable by their realistic prints of iconic species at risk. The collection will be available in **H&M** stores worldwide and online starting 29th of September. 10% of the sales price of the collection will support WWF's work in conserving species at risk.

The kids' collection features animal prints of species such as the tiger, panda, snow leopard, polar bear and the finless porpoise, that are facing many threats including habitat loss, water pollution and the impact of climate change. The collection mainly consists of comfortable and easy to wear organic cotton-based items such as long sleeve sweaters, T-shirts, dresses, tights, trousers and pyjamas for babies and kids between 0 and 14 years old.

The garments have been designed in a neutral colour palette of beige, grey and off-white with some accents of blue, emphasizing the realistic portrayal of the species. Some of the items also include inspiring messages like "Roar for wildlife", "Protect my habitat" or "Let's go wild".

The aim of the collection is to inspire **H&M**'s customers to care for the planet. The campaign links to our transformational partnership with WWF, which started in 2011 and has now been extended an additional five years. The larger transformational partnership focuses on water stewardship and climate action, as well as strategic dialogue related to both **H&M**'s and the fashion industry's broader sustainability challenges.

CORPORATE ID CARD

Industry

**Forestry, paper, Pulp & Wood products**

Type of partnership

**Sustainable business practises****Communication and awareness raising**

Conservation focus of partnership

**Forests**

FY2017 budget range (EUR)

**25,000 € – 100,000**

CORPORATE ID CARD

Industry

**Clothing & Apparel**

Type of partnership

**Sustainable business practises****Conservation focus of partnership**

Conservation focus of partnership

**Climate****Freshwater**

FY2017 budget range (EUR)

**25,000 € – 100,000 €**

## APPS FOR EARTH **Together for Earth.**

For 10 days in April, **Apple** and 24 developers worked together to launch Apps for Earth, a global campaign to benefit WWF and help the planet, one app at a time. Through April 24th 2016, WWF received 100% of the proceeds from participating apps in the App Store via both the purchases of any paid apps and the In-App Purchases created exclusively for the campaign.

For the duration of the campaign, the developers of the participating apps, including WWF’s own app, WWF Together, featured new content celebrating WWF’s global conservation work in key focus areas: forests, oceans, fresh water, wildlife, food and climate.

**WWF Spain was honoured to have participated in Apps for Earth and grateful for the support its mission has received.**

CORPORATE IN CARD

Industry

**Electronics, telephony...**

Type of partnership

**Communication and awareness raising**

Conservation focus of partnership

**Conservation work**

FY2017 budget range (EUR)

**25,000 € – 100,000 €**

## ECOVIDRIO WITH THE FORESTS

**Ecovidrio** is the non-profit organisation responsible for managing the recycling of all glass packaging waste in Spain.

The initiative aimed to combine reforestation with glass recycling, inviting citizens to transform glass containers that recycle into trees.

1200 forest species were planted by the schoolchildren of the region of Los Serranos (Valencia) in the areas affected by the fire.

CORPORATE IN CARD

Industry

**Recycling glass**

Type of partnership

**Communication and awareness raising**

Conservation focus of partnership

**Forest**

FY2017 budget range (EUR)

**25,000 € – 100,000 €**

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

|  |  |                             |
|--|--|-----------------------------|
| Abertis                                  | Canon  | DHL                         |
| Acciona                                  | Capsa Asturiana                                | Domo Electra Instalaciones  |
| Acciona Mutua propietarios               | Caparros Nature                                | Divina Pastora Seguros (**) |
| Alemaný & Muñoz                          | Castellana Partners                            | Ecoalf                      |
| Alianz Seguros                           | CC As Termasn                                  | Ecoembes                    |
| Aguas Lanjaron                           | CC Vialia Malaga                               | Ecovidrio                   |
| Aguas del Telde                          | CC Barnasur                                    | Eenda works                 |
| Alcampo                                  | CC Bonaire                                     | El Corte Inglés             |
| Algakon (**)                             | CC Centro                                      | Fundación La Caixa          |
| Allianz Vending                          | CC Diagonal Mar                                | Fundación Eroski            |
| Anima Hotels                             | CC El Reston                                   | Fénix Directo               |
| Ambientalys (**)                         | CC Garbea                                      | Fuerte Grupo                |
| Ambilamp                                 | CC La Maquinista                               | Fundación Ecolec            |
| Arquible                                 | CC Larios Centro                               | Fundación ESADE             |
| Asociación Española de Directivos        | CC Les Glories                                 | Ferrovial                   |
| Asociación Bebidas Refrescantes, ANFABRA | CC Los Arcos                                   | Fundación Montemadrid       |
| Aplicaciones Informáticas Avanzadas      | CC Ocio Area Sur                               | Fundación Reale             |
| Balearia                                 | CC Parque Sur                                  | Gesternova                  |
| Banco Santander                          | CC Splau                                       | Generally                   |
| Bankia                                   | CC Valsur                                      | Gioseppo                    |
| Bankinter                                | CC Coruña                                      | GLR Services (**)           |
| Basi S.A.                                | Coca Cola España (**)                          | Gonzalez Byass              |
| Bayer                                    | Convimed Solar                                 | Gran Palacio Melia          |
| BNP Paribas                              | Clifford Chance                                | Grupo ADF (**)              |
| BBVA                                     | CO2 Decide Engineering                         | Grupo Bynsa (**)            |
| CaixaBank                                | Cellnex Telecom                                | Grupo Sigla                 |
| Cajamar                                  | CC Cactus                                      | Grupo Iberostar             |
| Camping Don Cactus                       | Confederación Española Directivos y Ejecutivos | H&M                         |
| Camping El Castillo                      | Correos  | HEINEKEN                    |
| Canaragua                                | Cotton South (**)                              | Hero                        |
|  | CP Bahia Sur                                   | Hotel Aire Sevilla          |
|  | CP Equinocio                                   | Hotel Dehesa Poseidón       |
|  |  | Hotel María Cristina        |

|                                  |                       |                                       |
|----------------------------------|-----------------------|---------------------------------------|
| Hotel Occidentales               | MGS Seguros           | Registradoras Manresa                 |
| Llogatalia S.L.                  | Mapfre                | Resa Expo Logistic (**)               |
| Hotel Neri                       | Merlyn Properties     | Residuos Electronicos                 |
| Hotel San Cugat                  | Mutua de propietarios | Roche Pharma                          |
| Hotel Tenerife                   | Mercado de San Miguel | Roquette                              |
| Hoteles Devesa                   | Mercalicante          | Selbytel                              |
| Ibercaja                         | Microbank             | Seguros Reale (**)                    |
| Instituto de Empresa             | Miele                 | Seur                                  |
| ING Direct                       | Mindfulness           | Schweppes                             |
| Indra                            | National Netherlander | Teide Aguas                           |
| International Lexelart (**)      | NH Hoteles            | Telefonica                            |
| Inversiones hoteleras La Jaquita | Panini                | Tetrapak                              |
| K-Lagan Technology               | Paradores Nacionales  | Toyota                                |
| KPMG                             | Pascual               | Tuckland                              |
| Kutxa                            | Pelikan               | Union des Français de L'Etranger (**) |
| Leroy Merlin                     | Pinanson, S.L. (**)   | Urban Science España                  |
| Liberty Seguros                  | Price Water House     | Vicci Hoteles                         |
| Lidl                             | Orange                | Vodafone                              |
| Línea Directa                    | Rainsoff              |                                       |
| Lyreco Iberia                    | Recuperaciones Tolon  |                                       |

(\*\*) WWF **Corporate or Business Clubs** are membership programmes that provide a platform for companies locally or regionally to support WWF's work. Membership in such clubs does not create a partnership between WWF and the company, and does not imply an endorsement of any nature by WWF of the company or its products and services.

# THE WWF NETWORK\*

---

## WWF Offices\*

|                              |                  |  |
|------------------------------|------------------|--|
| Armenia                      | Hong Kong        | Spain                                      |
| Australia                    | Hungary          | Suriname                                   |
| Austria                      | India            | Sweden                                     |
| Azerbaijan                   | Indonesia        | Switzerland                                |
| Belgium                      | Italy            | Tanzania                                   |
| Belize                       | Japan            | Thailand                                   |
| Bhutan                       | Kenya            | Tunisia                                    |
| Bolivia                      | Korea            | Turkey                                     |
| Brazil                       | Laos             | Uganda                                     |
| Bulgaria                     | Madagascar       | United Arab Emirates                       |
| Cambodia                     | Malaysia         | United Kingdom                             |
| Cameroon                     | Mexico           | United States of America                   |
| Canada                       | Mongolia         | Vietnam                                    |
| Central African Republic     | Mozambique       | Zambia                                     |
| Chile                        | Myanmar          | Zimbabwe                                   |
| China                        | Namibia          |  |
| Colombia                     | Nepal            | <b>WWF Associates*</b>                     |
| Croatia                      | Netherlands      | Fundación Vida Silvestre (Argentina)       |
| Democratic Republic of Congo | New Zealand      | Pasaules Dabas Fonds (Latvia)              |
| Denmark                      | Norway           | Nigerian Conservation Foundation (Nigeria) |
| Ecuador                      | Pakistan         |  |
| Fiji                         | Panama           |  |
| Finland                      | Papua New Guinea |  |
| France                       | Paraguay         | *As at October 2017                        |
| French Guyana                | Peru             |  |
| Gabon                        | Philippines      |  |
| Georgia                      | Poland           |  |
| Germany                      | Romania          |  |
| Greece                       | Russia           |  |
| Guatemala                    | Singapore        |  |
| Guyana                       | Solomon Islands  |  |
| Honduras                     | South Africa     |  |

# 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.

[panda.org](http://panda.org)