



CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-SWEDEN'S CORPORATE PARTNERSHIPS

JAN-DEC 2013

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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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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 2014 *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. Recognizing the scale and complexity of the challenges, we have chosen to engage in collaborative and collective action with businesses, investors, consumers, governments and other civil society organizations to drive positive change.

OUR WORK WITH THE CORPORATE SECTOR

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. Business 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. Business is also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

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

More specifically, our work with business 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 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, mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. [Seize Your Power](#), [Virunga](#)), as well as work in partnership with individual companies.

This report focuses on our partnerships with WWF-Sweden and individual companies.

Most of WWF’s engagement with business is focused on the key themes of commodities, climate and freshwater.

We work with key companies in priority commodity supply chains to reduce the impact of commodity production and drive demand for more sustainable commodities. Our **Market Transformation Initiative** focuses on the largest companies that buy and produce agricultural commodities, such as palm oil or cotton, that drive deforestation or unsustainable water use; on fish, both wild caught, such as whitefish and tuna, and farmed such as salmon and shrimp; and on forest products such as timber and paper. Our engagement with forestry companies includes participatory programmes such as the *Global Forest & Trade Network (GFTN)* and the *New Generations Plantations (NGP)* platform.

On climate change and energy management, the activities of our **Global Climate and Energy Initiative** with business focus on adopting reduction targets for emissions, encouraging a switch to 100 per cent renewable energy and on best practices in corporate climate leadership. Our overall objective is to facilitate a transition to a low carbon future in line with a below 1.5°C decarbonisation pathway. The **Climate Savers** programme is WWF’s global platform to engage business and industry on climate and energy. The intention of the programme is to inspire a change in thinking about climate solutions in companies and encourage them to transform themselves in low -carbon leaders, acting as agents of change within their sphere of influence.

WWF’s work on **Water Stewardship** promotes responsible business engagement on water issues. We define Water Stewardship for business as a commitment to the sustainable management of shared water resources in the public interest through collective action with other businesses, governments, NGOs and communities. It typically starts with improvements in water use and reducing water related impacts of internal and value chain operations, and progresses to influencing governance of the resource.

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 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 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 orang-utan.

Philanthropic partnerships

The third approach is articulated through specific programs 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

TRANSPARENCY AND ACCOUNTABILITY

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.

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 company 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-Sweden has with individual companies.

WWF-Sweden 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 2013, the total income from business represented 13% of the total WWF network income.¹

INFORMATION ON WWF-SWEDEN'S LARGEST CORPORATE PARTNERSHIPS IN 2013

The largest partnerships that WWF-Sweden has with individual companies are the following:

IKEA	Volvo
H&M	SKF
SEB	Sveaskog
Novamedia Svenska Postkodlotteriet	ICA
Pandaförsäljningen	Telge Energi
Tetra Pak	Trygg Hansa
Swedbank	Returpack- Pantamera
Skandia	Wallenius Water

IKEA WWF & IKEA – a partnership for change

IKEA and WWF have been partners since 2002 and aim to help transform markets for forest products and cotton and to positively influence good water management with an initial focus on cotton production. Targets include IKEA sourcing 50 per cent of its wood from FSC and recycled sources by 2017, and 100 per cent of its cotton from more sustainable sources by 2015. IKEA and WWF run joint projects in 12 countries. Objectives include improved forest governance and strengthening the market chain for credible and/or certified forest products and help catalyse a shift to Better Cotton. Some key results achieved during the partnership period include:

- Contributing to the approximately 38 million hectares of FSC certified forests in Russia and to 85% of the FSC certified forests in China;
- Helping to introduce the High Conservation Value Forest concept into the National Guideline for Developing and Implementing the Forest Management Plan of China;
- Working with Russian customs and Chinese companies to tackle illegal logging and trade;
- Supporting the development of BCI (Better Cotton Initiative) and working with cotton farmers in Pakistan and India. For example in 2013 in Pakistan, reducing the use of irrigation water (21 per cent), fertilizer (22 per cent), and pesticides (37 per cent) while increasing gross margins for farmers (29 per cent).

*Member of GFTN²

CORPORATE ID CARD

Industry

Household Appliances (white goods)
Household Goods & Textiles
Retail (general, grocery, home improvements)

Type of partnership

Sustainable business practices

Conservation focus of partnership

Forest
Commodities (timber, cotton)

FY2013 budget range (EUR)

> 3,000,000

H&M **Pioneering water stewardship for fashion**

WWF and H&M are working together to raise awareness and improve responsible water use throughout the whole value chain – ensuring H&M sets new standards for water stewardship in the fashion industry while inspiring others to follow suit. H&M's water strategy has been developed in line with WWF's water stewardship steps.

Supplier wastewater is checked against quality levels defined by the Business for Social Sustainability (BSR) Water Group, while routines for data verification and water testing have also been improved.

Plans for engaging stakeholders in collective action have been developed in key river basins in China and Bangladesh, where sustainable water management to meet the demands of ecosystems, communities and businesses has also been advocated.

In 2013-2014, 100 per cent of H&M employees will receive training on water issues, while key business functions will receive in-depth training.

CORPORATE ID CARD

Industry

Clothing and apparel

Type of partnership

Sustainable business practices**Communications and awareness raising**

Conservation focus of partnership

Freshwater**Commodities (cotton)**

FY2013 budget range (EUR)

1,000,000-3,000,000

SEB **WWF and SEB – a long-term partnership**

WWF has run a partnership with SEB since the 1980s. The partnership consists of a number of work streams. For example, SEB operates an equity fund that contributes substantial financial support to a number of WWF projects. SEB has also been at the forefront of the development of green bonds, which is an investment vehicle that integrates the fiduciary element of Fixed Income products with climate mitigation and adaptation awareness.

In recent years, WWF and SEB have worked to develop environmental and sustainability policies in, among others, the shipping industries. The partnership has also included advocating specific positions – through policy statements – on freshwater and climate change issues. Sustainability now plays a key part in the Bank's lending and fund management activities. SEB has also participated in, and supported, WWF seminars concerning Earth Hour.

CORPORATE ID CARD

Industry

Banking and finance

Type of partnership

Communications and awareness raising**Sustainable business practices****Philanthropic**

Conservation focus of partnership

Climate**Marine**

FY2013 budget range (EUR)

250,000 - 1,000,000

NOVAMEDIA SVENSKA POSTKODLOTTERIET

Swedish Postcode Lottery & WWF partnership

The Swedish Postcode Lottery started in 2005 and WWF has been a beneficiary since its inception. WWF Sweden has developed a strong and well-established, long-term relationship with the Postcode Lottery. Donations have contributed to several important projects.

Donations from the Postcode Lottery have helped WWF scale up existing projects, pursue more activities and achieve faster results. In addition to supporting WWF's operations through the "basic support" grant, the Lottery has helped to support two special projects: "Nordens Ark" which works to save the Siberian tiger and the Earth Hour City Challenge, which promotes sustainable urban development.

CORPORATE ID CARD

Industry
Media, Communications & Entertainment

Type of partnership
Philanthropic
Communications and awareness raising

Conservation focus of partnership
General support

FY2013 budget range (EUR)
> 3,000,000

PANDA- FÖRSÄLJNINGEN

Helping youth saving endangered species

WWF has collaborated with Pandaförsäljningen since 1983. Each year, thousands of young people raise money for WWF by selling products in the run up to Christmas from Pandaförsäljningen's product catalogue. The products are selected in consultation with WWF and are chosen with the environment in mind. Each product sold includes a contribution to WWF's work to save endangered animals.

CORPORATE ID CARD

Industry
Retail

Type of partnership
Communications and awareness raising

Conservation focus of partnership
Species

FY2013 budget range (EUR)
250,000 - 1,000,000

TETRA PAK **WWF and Tetra Pak
– forest and climate**

Tetra Pak's commitment to responsible forest management consists of supporting small forest owners to enable them to certify their forest, and supporting and collaborating with the High Conservation Value Resource Network and WWF's Global Forest Trade Network (GFTN).

Over a short period, Tetra Pak has introduced FSC-certified packaging with very successful results. Tetra Pak has increased sourcing of FSC-certified paper board to 37 percent and is continuing the work for further increase. The company is also forging ahead with a strategy to improve efficient recycling. In 2013 Tetra Pak was a member of the WWF Climate Savers Program.

*Member of Climate Savers¹ and GFTN²

CORPORATE ID CARD

Industry
Packaging

Type of partnership
Sustainable business practices
Communications and awareness raising

Conservation focus of partnership
Commodities (pulp and paper)
Climate
Forest

FY2013 budget range (EUR)
250,000 – 1,000,000

SWEDBANK **Swedbank and WWF
partnership**

Swedbank is one of the leading banks in the Baltic region. A key objective of the partnership was to broaden knowledge of the organization's priority conservation issues amongst Swedbank's stakeholders. Together WWF and Swedbank have implemented a number of activities to conserve biodiversity and reduce the ecological footprint especially in the Baltic Sea. Swedbank also offers its customers the World Wildlife Payment & Credit MasterCard, which provides a donation to WWF Sweden every time the card is used. This partnership ended 2013.12.31.

CORPORATE ID CARD

Industry
Banking and Finance

Type of partnership
Philanthropic

Conservation focus of partnership
General support

FY2013 budget range (EUR)
250,000 - 1,000,00

SKANDIA Skandia Världsnaturfonden:
25 years of funding conservation
 Skandia 25 years of conservation

Skandia is one of the largest independent customer-owned banking and insurance groups. The “Skandia World Wildlife Fund (Världsnaturfonden)” fund which was founded in 1987, invests in companies that are expected to give good returns and meet specific environmental criteria that Skandia has developed in collaboration with WWF-Sweden. The Fund primarily invests in equities issued by larger Swedish companies. Annually, the Fund donates two per cent of its net assets to WWF as a gift.

CORPORATE ID CARD

Industry
Banking and finance

Type of partnership
Philanthropic

Conservation focus of partnership
General support

FY2013 budget range (EUR)
250,000 - 1,000,000

VOLVO Volvo Group – Climate Savers

Volvo Group, a leading provider of transport solutions, is a member of the WWF global Climate Savers Program. In the agreement with WWF and Climate Savers, Volvo has committed to reduce the total amount of carbon dioxide emitted during the lifetime of trucks manufactured and sold between 2009 and 2014 by 13 million tons, compared with trucks produced in 2008. Thanks to improved fuel efficiency, the total amount of carbon dioxide emitted by trucks, construction equipment and buses manufactured within the Volvo Group between 2009 and 2014 was reduced by more than 30 million tons, compared with those manufactured in 2008.

CORPORATE ID CARD

Industry
Automobile / Transport

Type of partnership
Sustainable business practices

Conservation focus of partnership
Climate

FY2013 budget range (EUR)
25,000 – 250,000

The Volvo Group is working to be a leader in the transport sector and show that climate and business opportunities go hand in hand. Volvo has taken many initiatives to develop sustainable products. The Group’s goal is to reduce carbon emissions significantly and lead the transport sector towards a carbon neutral future. Volvo will also participate in WWF policy work through different magnifiers.

*Member of Climate Savers¹

SKF **SKF and WWF partnership**

SKF has worked with energy efficiency and reduction of carbon emissions for many years, but in order to step up the ambition and to enhance the credibility and transparency, the company chose to collaborate with WWF as a member of the Climate Savers. One of SKF's commitment as a member of Climate Savers was that they put together a portfolio of products that would help SKF customers to reduce their environmental impact through increased energy efficiency and efficient resource utilization.

*Member of Climate Savers¹

CORPORATE ID CARD

Industry
Metal production and processing (iron, steel, aluminum)

Type of partnership
Sustainable business practices

Conservation focus of partnership
**Climate
Freshwater**

FY2013 budget range (EUR)
25,000 – 250,000

SVEASKOG **Working together on climate and biodiversity**

Sveaskog is Sweden's largest forest owner and has about 700 employees. The partnership between WWF and Sveaskog began in the late 1990s when the former AssiDomän certified their forest according to FSC (Forest Stewardship Council) criteria. The long-term cooperation between WWF and Sveaskog is known as the Partnership for a Living Forest. The partnership has continued and developed in different directions with one key common denominator: a good financial return must be combined with increased biodiversity. The three main approaches within the partnership are:

- Living Forest Water that develops theoretical and practical methods to promote a good water environment in the forest landscape.
- Sustainable landscapes where careful planning ensures a balance of natural resources within a larger landscape so that these resources can be used by the community and industry, without placing unsustainable pressure on nature and biodiversity.
- "Think Tank" which comprises of a series of knowledge and idea seminars on issues related to sustainable forest management with broad participation from both Sveaskog and WWF.

*Member of GFTN²

CORPORATE ID CARD

Industry
Forestry, Paper, Pulp & Wood products

Type of partnership
Sustainable business practices

Conservation focus of partnership
**Commodities (timber, bioenergy)
Forest
Biodiversity**

FY2013 budget range (EUR)
25,000 - 250,000

ICA WWF and ICA partnership and

The partnership with ICA, which is the Nordic region's leading food retail company, is one of WWF Sweden's longest running collaborations. The partnership is focused on sustainable food for all. ICA now bases its sustainability strategies on a co-produced report about scenarios and activities for feeding the planet. Message promoted by WWF and ICA include moderating meat consumption and eating better meat, eating more vegetables and fibre, eating a varied diet, minimizing food waste, eating less unnecessary fat and sugar.

CORPORATE ID CARD

Industry
Retail (general, grocery, home improvements)

Type of partnership
Sustainable business practices
Communications and awareness raising

Conservation focus of partnership
Climate
Biodiversity
Commodities (soy and palm oil)

FY2013 budget range (EUR)
25,000 - 250,000

TELGE ENERGI Delivering more sustainable products through partnership

Telge Energi is an independent trading company which sells electricity from renewable energy sources (solar, wind and hydro) to private and business customers. Telge Energi and WWF have implemented several activities like raising awareness on climate change, biodiversity loss and the importance of choosing renewable and sustainable energy, with support to selected river projects related to hydro power and biodiversity.

CORPORATE ID CARD

Industry
Energy

Type of partnership
Philanthropic
Sustainable business practices
Communications and awareness raising

Conservation focus of partnership
General support
Climate
Biodiversity

FY2013 budget range (EUR)
25,000 - 250,000

TRYGG HANSA**Trygg Hansa and WWF partnership**

This partnership had both global (through RSA) and national initiatives - including a number of research projects. Trygg-Hansa is one of the largest insurance companies in Sweden with an annual premium volume of over 10 billion and approximately 1,700 employees. WWF and Trygg-Hansa were part of a strategic partnership to strengthen efforts for the climate and the environment. The collaboration included research on the Baltic Sea and renewable energy and also included communication driven activities to increase the awareness of climate change. This partnership ended 2013.12.31.

CORPORATE ID CARD

Industry

Insurance

Type of partnership

Sustainable Business Practice**Philanthropic**

Conservation focus of partnership

General support**Climate****Marine**

FY2013 budget range (EUR)

25,000 - 250,000**RETURPACK - PANTAMERA****Returpack and WWF work together to increase recycling**

Returpack is responsible for the Swedish deposit system of cans and PET bottles for consumption of beverage. The recycling of cans and PET bottles is an action that makes a big difference to the environment, both in terms of littering, energy saving and carbon emissions. Returpack is actively working on various projects, such as collaboration with Swedish campsites, in order to increase recycling of empty cans in Sweden. Through these projects several of their partners has been giving its pledge to WWF.

CORPORATE ID CARD

Industry

Recycling

Type of partnership

Communications and awareness raising**Philanthropic**

Conservation focus of partnership

Climate**Biodiversity**

FY2013 budget range (EUR)

25,000 - 250,000

WALLENIUS WATER WWF and Wallenius Water partnership

Wallenius Water is a leading technology company engaged in chemical-free water treatment. Through the partnership, Wallenius Water aims to contribute actively to sustainable development by presenting solutions to purify and recycle water without creating new environmental problems. Their goal is to manufacture products with high resource efficiency in terms of both material and energy consumption while also remaining resource efficient and cost effective during the entire life-cycle. WWF and Wallenius Water have worked together on a project to promote ratification of the Ballast Water Management Convention. The Convention was developed after control and management of ships' ballast water became a major environmental challenge for IMO and the global shipping industry. This partnership ended 2013.12.31.

CORPORATE ID CARD

Industry
Engineering, scientific and other industrial Services

Type of partnership
Sustainable business practices

Conservation focus of partnership
Marine Biodiversity

FY2013 budget range (EUR)
25,000 - 250,000

THE FOLLOWING LIST REPRESENTS ALL CORPORATE PARTNERSHIPS THAT WWF-SWEDEN HAS WITH AN ANNUAL BUDGET OF ≤25K EUR (2013)

Beat Food for Progress	Lantbrukarnas Ekonomi
Bertmarks Förlag	Lantmännen Doggy
Bokningsbolaget	Magtoys
Compete Now	Pluskontot
Flexpay	Renova
Fortum Värme samägt med Stockholms Stad *Member of GFTN ²	SCA Forest Products *Member of GFTN ²
Groupon	Sporrong
HPF i Gustavsberg	Stora Enso *Member of GFTN ²
KASK	The Body Shop Svenska
Kinnarps *Member of GFTN ²	

THE FOLLOWING LIST REPRESENTS ALL PARTICIPANTS IN WWF-SWEDEN'S CORPORATE BUSINESS CLUB 2013

Advokatbyrån Omnia	Fiskhamnens Åkeri
AGO	Fjäderholmarnas Krog
Akvarie Leasing Väst	Företagsekonomiska Institutet
Alvhem Mäkleri och Interiör	Gelwel Uthyrning och Cykel
Andrés Lagerlöf Konsulttjänst	Green Lite
Ahead by Anna-Karin S	Greencarrier
Annell Ljus och Form	Gunnar Olssons Foto
Anova Energi	Hogia Small Office
Aros Quality Group	Hotel Oden
Avesta Verkstäder	HSB Riksförbund
BGPM Consulting	Hummingbird Lifestyle Travel
Bläckhornet	HushållsPorslinsFabriken (HPF)
Broadview Charter	ICA Malmborgs Tuna/ Stefan Billings Livs
Burde Förlag	Industriell Gasmätning i Göteborg
Caliptus	JN Consulting
CG Itkonsult	JOBmeal Sverige
Clavius-Thomas Johnson Idé & Formateljé	Kimo Instrument
Coachutbildning Sverige	Konica Minolta Business Solutions Sweden
Trip on Sport	Kontract IS Services
Dala Energi	Kulturbygge
Danderyds Reklam	Learnways
Danowsky och Partners Advokatbyrå KB	Lås-Borgström
Den Gyldene Freden	Martin & Servera
DevCore	Mentra Block
Ebm-papst	Miljöfirman Konsult Sverige
EG Electronics	Mio
EkmanAdamsson	Mistra
Elits Sweden	Mjölby-Svartådalen Energi
EMP Storkök	MPS & Affärssystem
EnergiSystem Tellus	NAI Svefa
Er-Jill Byggnadsplåt	Netto Marknad Sverige
Eson Pac	NIBE Brasvärme
Euphrasia	Nordisk Media Utveckling
Weekendresor i Europa	Nya Wermlands - Tidningen
F. Ad. Müller Söhne	Olingo Consulting
Fadus	Oriflame Cosmetics
First Swedish research	Oskarshamn Energi

Outnorth	Synthes
Picus/ Restaurang Museet	Säkerhetselit Norden
PK Produkter	Söderenergi
Promotion I Boo	Tabula
PWM	Tangaroa
Regiondjursjukhuset Helsingborg	Teater Mimulus Ekonomisk Förening
Rekal Svenska	Teknikmagasinet Sweden
Saint-Gobain Ecophon	Telescope Software
SealEco	Tormek
Securitas Direct Sverige	Tour Africa
Serverhuset	TR Electronic Sweden
Sharp Electronics Nordic	TVNS Scandinavia
Sims Recycling Solutions	Utesaker Sverige
Skeppsholmen Sotheby's International Realty	Vagabond International
Spijkerman Berg och Sprängteknik	Valeo FX
Sprängsotning	Varberg Energi
Stabenfeldt	VEAB Heat Tech
Star Alarm	Vendel Data
Stellan Fries Design	Volkswagen Group Sverige
Strukturinvest Fondkommission	Zengun
Sweco Environment	Åhléns
Sweden Water Purification	Älmhultsbostäder
Svenska Spel	Ödklint Konsult

PARTNERSHIP DESCRIPTION

- 1. The Climate Savers programme** is WWF's global platform to engage business and industry on climate and energy. Member companies take on two commitments: to become the best in class in reducing greenhouse gas emissions, and to influence market or policy developments by promoting their vision, solutions and achievements. The intention of the programme is to inspire a change in thinking about climate solutions in companies and encourage them to transform themselves in low-carbon leaders, acting as agents of change within their sphere of influence. This leaves member companies better placed to avoid carbon-related risks while realising opportunities within their long-term business strategies.
- 2. The Global Forest & Trade Network (GFTN)** is one of WWF's initiatives to eliminate illegal logging and transform the global marketplace into a force for saving the world's most valuable and threatened forests. GFTN aims to mainstream the principles of responsible forest management and trade as a standard practice throughout the global forest products industry by providing technical assistance, partnership and trade opportunities with committed companies. GFTN considers independent, multi-stakeholder-based forest certification as a vital tool in this process. Nearly 200 companies in 20 countries around the world participate in GFTN.
- 3. WWF Corporate 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	Guyana	Solomon Islands
Azerbaijan	Honduras	South Africa
Australia	Hong Kong	Spain
Austria	Hungary	Suriname
Belgium	India	Sweden
Belize	Indonesia	Switzerland
Bhutan	Italy	Tanzania
Bolivia	Japan	Thailand
Brazil	Kenya	Tunisia
Bulgaria	Laos	Turkey
Cambodia	Madagascar	Uganda
Cameroon	Malaysia	United Arab Emirates
Canada	Mauritania	United Kingdom
Central African Republic	Mexico	United States of America
Chile	Mongolia	Vietnam
China	Mozambique	Zambia
Colombia	Namibia	Zimbabwe
Cuba	Nepal	
D.R. of Congo	Netherlands	
Denmark	New Zealand	
Ecuador	Norway	
Finland	Pakistan	
Fiji	Panama	
France	Papua New Guinea	
French Guyana	Paraguay	
Gabon	Peru	
Gambia	Philippines	
Georgia	Poland	
Germany	Romania	
Ghana	Russia	
Greece	Senegal	
Guatemala	Singapore	

WWF Associates

Fundación Vida Silvestre (Argentina)
 Pasaules Dabas Fonds (Latvia)
 Nigerian Conservation Foundation (Nigeria)

*As at January 2014

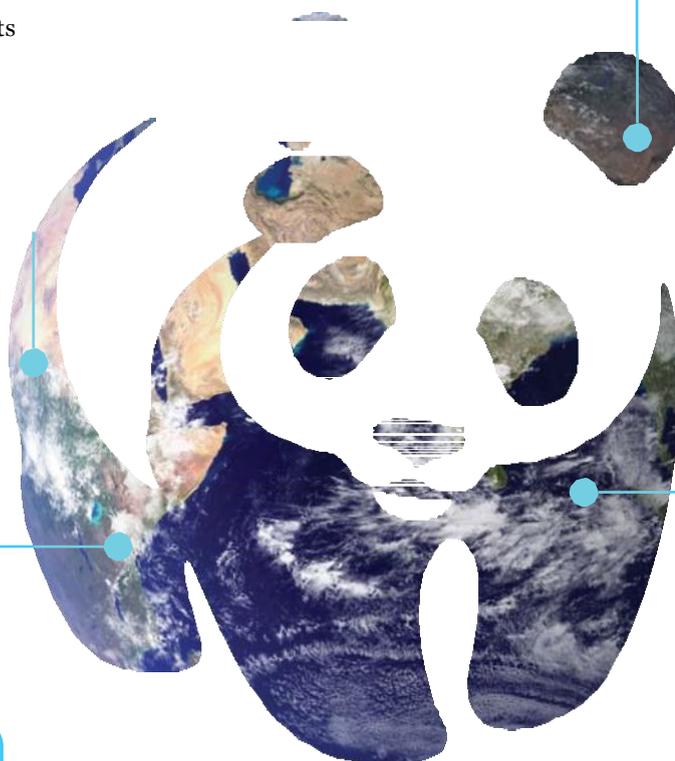
WWF in numbers

+100

WWF is in over 100 countries, on 6 continents

1961

WWF was founded in 1961



+5m

WWF has over 5 million supporters

+5,000

WWF has over 5,000 staff worldwide



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