



**WWF-SWEDEN**

# **CORPORATE PARTNERSHIPS REPORT**

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OVERVIEW OF WWF-SWEDEN'S CORPORATE PARTNERSHIPS

JAN-DEC 2014

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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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## OUR MISSION

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.

## INFORMATION ON WWF-SWEDEN'S LARGEST CORPORATE PARTNERSHIPS IN 2014

The largest partnerships that WWF-Sweden has with individual companies with an annual budget of more than EUR 25,000 are the following:

Axfood
H&M
ICA
IKEA
Novamedia Svenska Postkodlotteriet
Pandaförsäljningen
Returpack- Pantamera
SEB
Skandia
SKF
Strömma
Telge Energi
Tetra Pak
Volvo

### **AXFOOD** Axfood and WWF in collaboration for sustainable fish

Axfood and WWF have signed an agreement on cooperation for sustainable fish. The aim is to ensure that Axfood will meet its goal of selling sustainable fish products under their store brands Willys, Hemköp and Axfood Snabbgross. Above all, Axfood aims to meet the goal by 2020 of only selling fish that has green light accordance with WWF's Seafood Guide.

CORPORATE ID CARD

Industry  
**Retail (general, grocery, home improvements)**

Type of partnership  
**Sustainable business practices**  
**Communications and awareness rising**

Conservation focus of partnership  
**Biodiversity**  
**Marine**

FY 2014 budget range (EUR)  
**25,000–250,000**

## **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 – enabling H&M to set 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.

H&M has rolled out mandatory e-learnings, which emphasizes water issues and solutions, for all employees at H&M and key business functions are given 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**

FY 2014 budget range (EUR)

**1,000,000–3,000,000**

## **ICA** WWF and ICA in partnership for sustainable food for all

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. Messages promoted by WWF and ICA include moderating meat consumption and eating better quality 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)**

FY 2014 budget range (EUR)

**25,000–250,000**

**IKEA** **WWF & IKEA –transforming business for people and planet**

IKEA and WWF have been working together since 2002 to safeguard and manage precious natural resources and transform business for the benefit of people and planet. Through engagement in 12 countries, innovation and advocacy, the partnership supports responsible forest management, more sustainable cotton, and good water management. Targets include IKEA sourcing 100 per cent of its wood from more sustainable sources\* by 2020, and 100 per cent of its cotton from more sustainable sources by 2015.

Over the last 12 years, WWF and IKEA have supported the FSC certification of around 35 million hectares of forest. In 2014, 41 % of all wood IKEA used came from more sustainable sources.\*

Since 2005, WWF and IKEA have been working together to support a shift to a more sustainable cotton market. In 2014, over 75 % of all cotton used in IKEA products came from more sustainable sources.\*\*

*\*FSC certified or recycled wood*

*\*\*Better Cotton (BC), Towards Better Cotton (TBC) and US Cotton (E3)*

\*Member of GFTN<sup>2</sup>

**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 three special projects, one focusing on saving the Siberian Tiger (together with “Nordens Ark”) and one on “Earth Hour City Challenge” where we work on sustainable urban development. During 2014 the work with yet another special project begun, focusing on engaging young people from all parts of society in environmental issues.

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**  
**Freshwater**  
**Commodities (timber, cotton)**

FY 2014 budget range (EUR)  
**> 3,000,000**

CORPORATE ID CARD

Industry  
**Media, Communications & Entertainment**

Type of partnership  
**Philanthropic**  
**Communications and awareness raising**

Conservation focus of partnership  
**General support**

FY 2014 budget range (EUR)  
**> 3,000,000**

## PANDA- FÖRSÄLJNINGEN

### Helping youth save 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.

## RETURPACK PANTAMERA

### Returpack and WWF work together to increase recycling

Returpack is responsible for the Swedish deposit system of cans and PET bottles used for the consumption of beverages. The recycling of cans and PET bottles makes a big difference to the environment, especially in terms of littering, energy savings and cutting carbon emissions.

Returpack is working on various projects, such as collaborating with Swedish campsites, in order to increase recycling of empty cans in Sweden. Through these projects several of its partners have provided donations to WWF.

CORPORATE ID CARD

Industry  
**Retail**

Type of partnership  
**Communications and awareness raising**

Conservation focus of partnership  
**Species**

FY 2014 budget range (EUR)  
**250,000 – 1,000,000**

CORPORATE ID CARD

Industry  
**Recycling**

Type of partnership  
**Communications and awareness raising  
Philanthropic**

Conservation focus of partnership  
**Climate  
Biodiversity  
Marine**

FY 2014 budget range (EUR)  
**25,000 – 250,000**

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

WWF have had 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 criteria.

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.

## SKANDIA Skandia Världsnaturfonden: 25 years of funding conservation

Skandia is one of the largest independent customer-owned banking and insurance groups, “Skandia World Wildlife Fund (Världsnaturfonden)” which was founded in 1987, invests in companies that are expected to give good returns and meet the 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 shareholders donate two per cent of its net assets to WWF as a gift.

CORPORATE ID CARD

Industry

**Banking and finance**

Type of partnership

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

Conservation focus of partnership

**Climate  
Marine**

FY 2014 budget range (EUR)

**250,000 – 1,000,000**

CORPORATE ID CARD

Industry

**Banking and finance**

Type of partnership

**Philanthropic**

Conservation focus of partnership

**General support**

FY 2014 budget range (EUR)

**250,000 – 1,000,000**

**SKF** **SKF and WWF partnership**

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

\*Member of Climate Savers<sup>1</sup>

CORPORATE ID CARD

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

Type of partnership  
**Sustainable business practices**

Conservation focus of partnership  
**Climate**

FY 2014 budget range (EUR)  
**25,000 –250,000**

**STRÖMMA** **Strömma and WWF are working together to save the Baltic Sea**

Strömma Turism & Sjöfart AB is one of Swedens largest adventure and sightseeing companies with over 30 brands in the tourism and transport industry. Strömma operates in Denmark, Finland and Norway. The collaboration between WWF and Strömma is a three-year partnership to help save the Baltic Sea. It involves working both at a regional level as well as ‘on-the-ground’ Baltic Sea related projects in Denmark, Finland and Sweden. In addition, Strömma is taking steps to improve its own business practices in support of a healthy Baltic Sea.

CORPORATE ID CARD

Industry  
**Turism**

Type of partnership  
**Sustainable business practices  
 Communications and awareness rising  
 Philanthropic**

Conservation focus of partnership  
**Marine**

FY2015 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 such as raising awareness on climate change, biodiversity loss and the importance of choosing renewable and sustainable energy, as well as supporting selected river projects concerning hydro power and biodiversity.

CORPORATE ID CARD

Industry  
**Energy**

Type of partnership  
**Sustainable business practices  
 Communications and awareness rising  
 Philanthropic**

Conservation focus of partnership  
**General support  
 Climate  
 Biodiversity**

FY 2014 budget range (EUR)  
**25,000–250,000**

**TETRA PAK** **WWF and Tetra Pak – responsible forest management**

Tetra Pak has ambitious environmental commitments including responsible forest management. The company is supporting WWF’s global work to promote certification of smallholders, reducing the paper sectors foot print and supporting the High Conservation Value Resource Network and develop tools to safeguard High Conservation Values. Over a short period, Tetra Pak has introduced FSC-certified packaging with very successful results. In 2014 Tetra Pak delivered 44 billion FSC-certified packages and is working towards increasing this further. The company is also forging ahead with a strategy to improve efficient recycling.

In Sweden WWF and Tetra Pak have collaborated since 2012 around raising the recycling rate for beverage cartons, which has increased from 23 to almost 39 percent over this period. Largely this has been driven through a school competition, where nearly 130 000 children have been involved in recycling of beverage cartons in Sweden during 2013 and 2014. School children have been a key success factor for increasing recycling from 23.7 percent in 2011 to 38.7 percent in 2014.

\* Member of GFTN<sup>2</sup>

CORPORATE ID CARD

Industry  
**Packaging**

Type of partnership  
**Sustainable business practices**  
**Communications and awareness raising**

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

FY 2014 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 its renewed agreement with WWF and Climate Savers, Volvo has committed to reducing the total amount of carbon dioxide emitted during the lifetime of trucks, buses and construction equipment manufactured and sold between 2015 and 2020 by 40 million tons, compared with those manufactured in 2013.

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.

The Volvo Group is working to keep the leader role in the transport sector while showing 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.

CORPORATE ID CARD

Industry  
**Automobile / Transport**

Type of partnership  
**Sustainable business practices**

Conservation focus of partnership  
**Climate**

FY 2014 budget range (EUR)  
**25,000 –250,000**

\*Member of Climate Savers<sup>1</sup>

## THE FOLLOWING LIST REPRESENTS ALL CORPORATE PARTNERSHIPS THAT WWF-SWEDEN HAS WITH AN ANNUAL BUDGET OF ≤25K EUR (2014)

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Bertmarks Förlag	Kinnarps *Member of GFTN <sup>2</sup>
Bokningsbolaget	Pluskontot
Flexpay	Renova
Fortum Värme samägt med Stockholms Stad *Member of GFTN <sup>2</sup>	SCA Forest Products *Member of GFTN <sup>2</sup>
HPF i Gustavsberg	Stora Enso *Member of GFTN <sup>2</sup>

## THE FOLLOWING LIST REPRESENTS ALL PARTICIPANTS IN WWF-SWEDEN'S CORPORATE BUSINESS CLUB 2014

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Sprängsotning	Er-Jill Byggnadsplåt
Advokatbyrån Omnia	Eson Pac
Alvhem Mäkleri och Interiör	Euphrasia
Anna-Karin S. Öjerskog	Europaweekend-Weekendresor i Europa
Aros Quality Group	F.AD.Müller Söhne
Avesta Verkstäder	Fadus
Bläckhorn	Fastighetsägarna Stockholm
Broadview Charters	Fiskhamnens Åkeri
Burde Förlags	Fjärderholmarnas Krog
Caliptus	GELWEL Uthyrning och Cykel
Clavius-Thomas Johnson Idé och Formatelje	Green Sales Nordic
Cleanwish	Gunnar Olssons Foto
Danderyds Reklam	Hotel Oden
Danowsky och Partners Advokatbyrå KB	HSB Riksförbund
Den Gyldene Freden Nya	Hummingbird Lifestyle Travel
DevCore	ICA Malmborgs Tuna/ Stefan Billings Livs
Ebmpapst	Iquest
EkmanAdamsson	JN Consulting
Elits Global Group	JOBmeal Sverige
EMP Storkök	K2 Energi
EnergiSystem Tellus	KarrosseriTeknik
Enhunt	Kimo Instrument

Kinnarps	Star Alarm
Konica Minolta Business Solutions	Stellan Fries Design
SwedenKontract IS Services	Stockholm Golvdesign
Kulturbygge	Strukturinvest Sverige
Learnways	Sweden Water Purification
Martin & Servera	Svefa Holding
Mentra Block	Söderenergi
Mistra	Tabula
Mjölby-Svartådalen Energi	Tangaroa
MPS & Affärssystem	Teater Mimulus Ekonomisk Förening
Nordisk Media Utveckling	Teknikmagasinet Sweden
Nya Wermlands-Tidnings	Telescope Software
ORATION	Tetra Pak Sverige
Oriflame Cosmetics	TiksPac
Oskarshamn Energi	Tillväxtverket
Outnorth	Tormek
Prevas	Tour Africa
Promotion	Tr Electronic Sweden
PWM	TVNS Scandinavia
Rekal Svenska	Vagabond International
Renova	Varberg Energi
Rios	VEAB Heat Tech
SealEco	Visma Esscom
Securitas Direct Sverige	Volvo Group Headquarters
Sharp Electronics (Nordic)	Zengun
Shock Store	Zittyonline-com
Sims Recycling Solutions	Åhlens
	Ödklint Konsult

## PARTNERSHIP DESCRIPTION

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- 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\*

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### WWF Offices

Armenia	Guyana	Senegal
Azerbaijan	Honduras	Singapore
Australia	Hong Kong	Solomon Islands
Austria	Hungary	South Africa
Belgium	India	Spain
Belize	Indonesia	Suriname
Bhutan	Italy	Sweden
Bolivia	Japan	Switzerland
Brazil	Kenya	Tanzania
Bulgaria	Laos	Thailand
Cambodia	Madagascar	Tunisia
Cameroon	Malaysia	Turkey
Canada	Mauritania	Uganda
Central African Republic	Mexico	United Arab Emirates
Chile	Mongolia	United Kingdom
China	Mozambique	United States of America
Colombia	Myanmar	Vietnam
Cuba	Namibia	Zambia
D.R. of Congo	Nepal	Zimbabwe
Denmark	Netherlands	
Ecuador	New Zealand	
Finland	Norway	<b>WWF Associates</b>
Fiji	Pakistan	Fundación Vida Silvestre (Argentina)
France	Panama	Pasaules Dabas Fonds (Latvia)
French Guyana	Papua New Guinea	Nigerian Conservation Foundation (Nigeria)
Gabon	Paraguay	
Gambia	Peru	
Georgia	Philippines	*As at January 2015
Germany	Poland	
Ghana	Republic of Korea	
Greece	Romania	
Guatemala	Russia	

# WWF in numbers

1961

WWF was founded in 1961

+100

WWF is in over 100 countries,  
on 6 continents



+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.

[www.wwf.se](http://www.wwf.se)