



CORPORATE PARTNERSHIPS REPORT

WWF-SWEDEN
JAN-DEC 2022

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.

NATURE AT THE BRINK

[WWF's Living Planet Report](#) shows that humanity and the way we feed, fuel, and finance our societies and economies is pushing nature and the services that power and sustain us to the brink. Agricultural expansion, deforestation, overfishing, urban development, energy use, mining and pollution are all driving habitat loss, water shortages and climate change. In addition, every year, the [World Economic Forum Risks Report](#) continues to show the increase in the scale and urgency of environmental risks to the global economy, as well as the deepening interconnections between environmental issues, economic strains, and geopolitical tensions.

We cannot afford to be complacent. In fact, we need to move into an emergency and solutions-based mindset. The landmark [Intergovernmental Panel on Climate Change \(IPCC\) report, Global Warming of 1.5°C](#), paints a clear but dire picture. It states that to avoid the most serious impacts of climate change, we need to drastically transform the world economy in the next few years. Allowing nature to fail will disrupt business, undermine economies and drive social instability.

The good news is that we also have an unparalleled opportunity for positive change – the science is clearer, awareness is greater, and innovation more powerful than ever before. We can redefine our relationship with nature – but we need to work together. One organisation alone cannot deliver the change we need. That is why WWF collaborates with business – working in partnership – to find solutions and act at a scale that matters.

TAKING BOLD COLLECTIVE ACTION

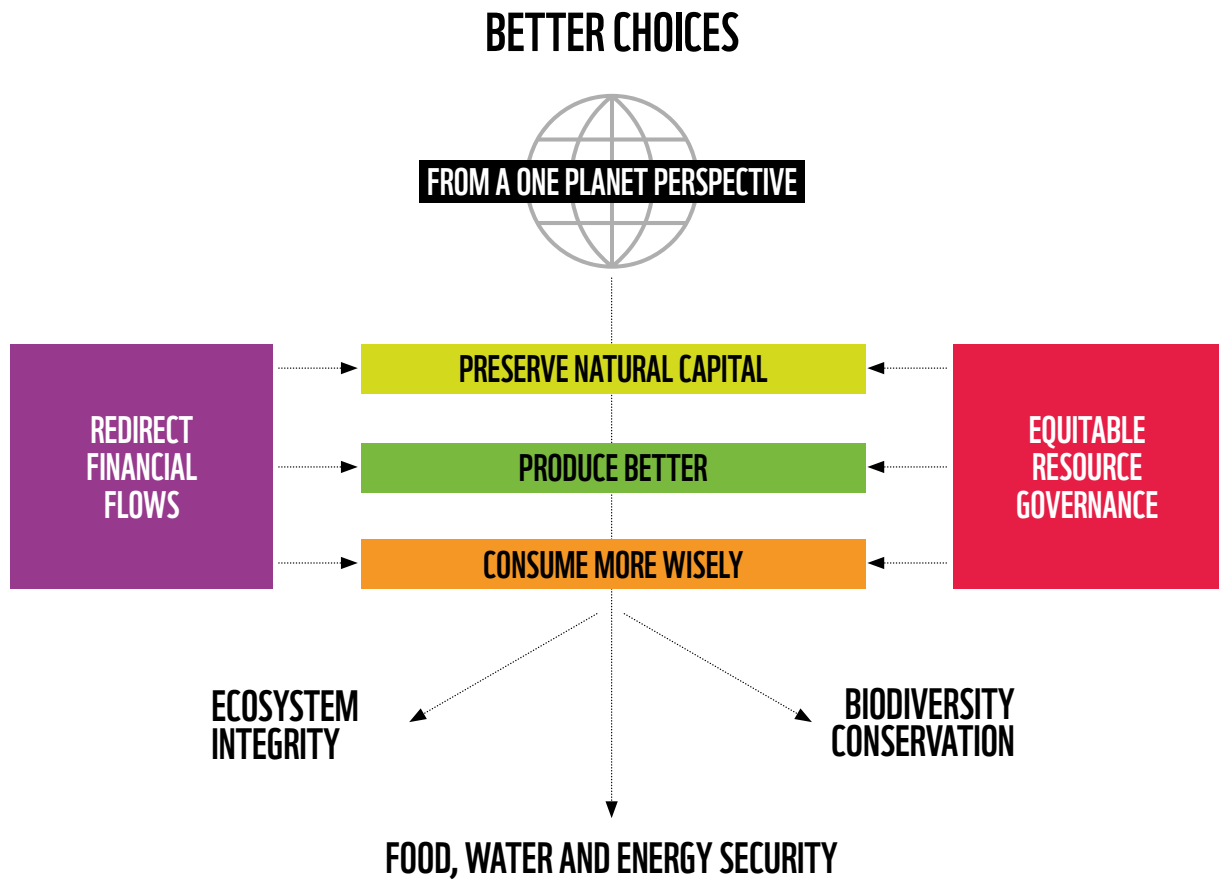
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF continues to deliver locally in crucial ecoregions around the world but sharpen our focus on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating new ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

We know that one organization alone can't effect the change needed. That is why our work on the goals and drivers includes our partnerships with institutions and corporations, both local and global. The changes we want to see in the world can only come about through the efforts of many actors: local communities and national and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers, and researchers.

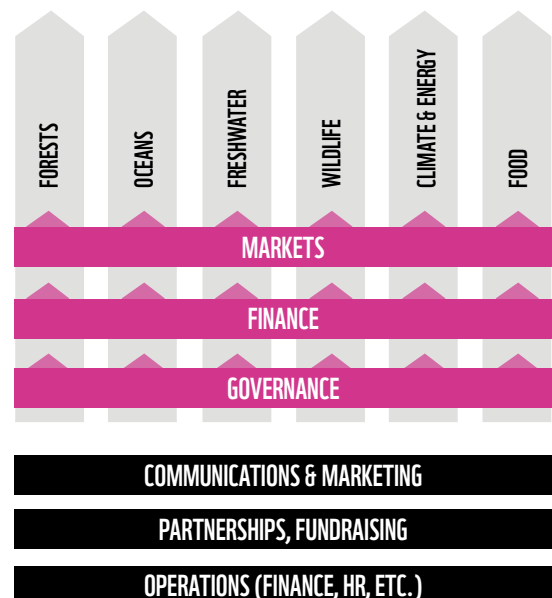
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

WWF'S GLOBAL VISION FOR CHANGE



HOW WE MAKE IT HAPPEN

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



OUR WORK WITH THE CORPORATE SECTOR

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. The corporate sector drives much of the global economy, so we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably. Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms such as the [UN Global Compact](#), [Science Based Targets](#), the [Consumer Goods Forum](#) to make ambitious commitments (and to engage in public policy discussions at global and local level, and supporting credible certification schemes (e.g. [Forest Stewardship Council](#) (FSC), [Aquaculture Stewardship Council](#) (ASC), [Roundtable on Sustainable Palm Oil](#) (RSPO), [Roundtable on Responsible Soy](#) (RTRS), [Better Cotton Initiative](#) (BCI)). We also publish scorecards and reports on company or sector performance (e.g. [palm oil scorecard](#); [soy scorecard](#), and [sustainable cotton ranking](#)), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. [Business for Nature](#), [No Deep Sea Mining](#), [Coalition to end wildlife trafficking online](#)), as well as work in partnership with individual companies.

This report presents an overview of the partnerships that this WWF office has with individual companies.

OUR WORK IN 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

Our partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company's operations and value chain. These intend to reduce the major environmental impacts of some of the world's largest companies, achieve conservation results that would not otherwise be possible, and influence related sectors and markets.

2. COMMUNICATIONS AND AWARENESS RAISING

The second way that WWF partners with the private sector is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of WWF's priority places and species. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as FSC-certified wood, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the tiger.

3. PHILANTHROPIC PARTNERSHIPS

The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation impact.

WWF partners on a philanthropic or awareness-raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

Many partnerships with companies use a combination of these approaches.

WWF works with companies to achieve our conservation goals. NGO and company partnerships involve engaging in constructive dialogue while challenging each other with real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

TRANSPARENCY AND ACCOUNTABILITY

Results and impact, both qualitative and quantitative, are essential for us. We advocate transparency in action by all stakeholders as a crucial step toward sustainability. We believe that accountability for results and transparency to our supporters and our members on how we deliver those results are key to our approach of working in a constructive, cooperative manner with all our partners, including the corporate sector.

We want all our partnerships with companies to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have, therefore, started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the private sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue reporting publicly on all our company relationships, their intent, objectives, and impacts, of which this report is one part. A Global Report of WWF's largest corporate partnerships globally can also be found [here](#).

THIS REPORT

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

This WWF office is responsible for the (contractual) agreement(s) with the companies concerned. The activities of the engagements in many cases take place in other countries or regions.

In FY22, income from corporate partnerships represented 13 % of this WWF office's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN 2022

APOTEA

Industry	On-line pharmacy, health and well-being (both medication, hygiene products and food)
Type of Partnership	Philanthropic partnership Communications and awareness raising
Conservation Focus of Partnership	Oceans Freshwater
Budget Range (in EUR)	250,000-500,000

Joining forces to increase biodiversity in freshwater ecosystems and the Baltic Sea

Apotea is one of Sweden’s largest online pharmacy services.

Apotea raises funds from their clients to support projects run by WWF Sweden to increase biodiversity in freshwater ecosystems and in the Baltic Sea. This work includes restoring spawning areas and migration routes for fish as well as finding ways to minimize negative impact of recreational boating in the Stockholm archipelago. Apotea uses its communication channels to inform its customers about sustainability challenges, mainly linked to the Baltic sea and biodiversity. The company has signed Science Based Targets and is working to lower its climate impact.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN 2022

ASTRAZENECA

Industry	Pharmaceuticals & Biotechnology
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	25,000-100,000

Driving water stewardship in the pharma industry

AstraZeneca is a leading global pharmaceutical company with a significant manufacturing and R&D presence in Sweden. WWF Sweden and AstraZeneca in 2020 entered into a multi-year partnership with an initial focus on water stewardship. Based on water risk analyses of the company's sites globally in WWF's Water Risk Filter, current water stewardship strategy for the company will be updated with intention to be followed by implementation of collective action projects in relevant river basins. AstraZeneca also sets out to take leadership on water stewardship in the pharmaceutical industry together with other companies.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN 2022

DOCONOMY

Industry	Fintech
Type of Partnership	Communications and awareness raising
Conservation Focus of Partnership	Climate & Energy
Budget Range (in EUR)	25,000-100,000

Nudging millions of people towards a more sustainable lifestyle

Doconomy is a Swedish impact-tech start up that since 2018 has created methods to increase knowledge about our carbon dioxide habits, reduce our climate impact and protect our planet. Through this exploratory partnership WWF and Doconomy are collaborating on developing and implementing tools and communication to support consumers towards more sustainable behavior and consumption.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN 2022

GANT

Industry	Apparel & Textiles
Type of Partnership	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	25,000-100,000

WWF and GANT in partnership for sustainable water use

WWF and GANT started collaborating in 2021. The collaboration includes assessing the company’s water risks using the WWF Water Risk Filter and developing a water strategy and roadmap for GANT’s operations based on WWF’s Water Stewardship model. A water awareness film has been produced that GANT is using to raise awareness among their staff (this as a joint venture between several partnerships).

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN 2022

GINA TRICOT

Industry	Apparel & Textiles
Type of Partnership	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	25,000-100,000

WWF and Gina Tricot in partnership for sustainable water use

WWF and Gina Tricot started collaborating in 2020. The collaboration includes assessing the company’s water risks using the WWF Water Risk Filter and developing a water strategy and roadmap for GANT’s operations based on WWF’s Water Stewardship model. A water awareness film has been produced that GANT is using to raise awareness among their staff (this as a joint venture between several partnerships).

Gina Tricot is also participating in a collective action project in the Buyuk Menderes Basin in Turkey run by WWF Turkey. In 2021 Gina Tricot and WWF released the joint collection “Reuse for the planet” consisting of reused t-shirts with new prints. The purpose was to draw attention to a more sustainable way of consuming fashion and show that used fashion is as good as new.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN 2022

GLACIAL

Industry	Retail
Type of Partnership	Communications and awareness raising
Conservation Focus of Partnership	Oceans
Budget Range (in EUR)	25,000-100,000

Joining forces to save the oceans from plastics

GLACIAL makes one of the most sustainable stainless steel water bottles on the market. The agreement between WWF and GLACIAL is a combined partnership and licensing agreement, which means that GLACIAL donates circa 10 SEK per co-branded bottle to supports WWF’s work to reduce plastic in our oceans. GLACIAL also runs its own fundraising campaigns where the money goes to WWF’s efforts to save the seas.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN 2022

H&M GROUP

Industry	Clothing and apparel
Type of Partnership	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Climate & Energy Biodiversity Freshwater
Budget Range (in EUR)	1-3 million

Partnering on water stewardship, climate and biodiversity in the fashion industry

WWF and H&M Group first entered a partnership in 2011, focusing on water stewardship. The aim was to raise awareness, to improve responsible water use throughout H&M Group's entire supply chain and to inspire other companies. The water stewardship work has included multiple basin projects from China to Turkey and also calls fashion brands to join global collective action on setting best management practise and water targets relating to 2030 SDG 6 fulfilment.

In 2016, the partnership expanded to include climate action. In 2017, H&M announced its bold goal of reaching climate positive, now referred to as net-zero in the value chain by 2040. This target includes reducing emissions across the value chain by 56% by 2030. WWF is also working with H&M Group to create guidance and a credible definition for Beyond-Net-Zero. The guidance was launched in 2022. During 2016-2020 the partnership had a 'strategic dialogue' stream, with focus on key issues in the fashion industry, such as raw materials and biodiversity, with the aim of bringing sustainable and science-based solutions to H&M Group and the broader industry.

In late 2020, a new biodiversity stream was formed within the partnership. The ambition of the biodiversity stream is to reduce H&M's overall pressures on biodiversity and nature and to strive towards net-gain impacts. This will be done by addressing impacts of raw material sourcing and production, increasing overall awareness of the urgency to act on nature loss and aiming to scale solutions within the fashion industry. To achieve the overall ambition, the biodiversity stream will focus on strategy development, biodiversity impact projects as well as advocacy and awareness raising. Biodiversity impact project examples include a focus on regenerative cotton production in India and another on regenerative wool production in South Africa.

In 2010, 2016 and 2018, WWF and H&M also collaborated on a clothing collections made from more sustainable materials. The goal of these collaborations was to inspire H&M customers to care for the planet and to raise funds for WWF's species and marine work.

The overall ambition of the partnership is "United in a common vision for a sustainable future for people and nature, H&M Group and WWF will address key environmental impacts in the H&M Group value chain and beyond, with a special focus on water, climate and biodiversity. Our work aims to lead the fashion industry towards solutions that fit within the boundaries of our planet."

Member of Climate Business Network.



Industry	Retail Household goods and textiles
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Forests Freshwater Markets (cotton) Climate
Budget Range (in EUR)	>3 million

Transforming business for people and planet

IKEA and WWF have been in partnership since 2002, and are currently working together on forests, cotton, water and climate to protect landscapes and enhance biodiversity. Through engagement in 15 countries, innovation and advocacy, the partnership supports responsible forest management, sustainable cotton value chains, healthy water flows and management, and a strengthened climate positive commitment.

The ambition is to take action to protect, manage and restore key landscapes, enhance biodiversity and enable a climate positive value chain; while upholding the rights and needs of people. As well as contribute to improve and provide knowledge and facts to inspire and enable sustainable consumption in support of a One Planet future.

In 2022 the partnership celebrated 20 years. A new partnership website was launched including the roll out of rich communication assets to commemorate the milestone. Even after 20 years, this partnership continues to be pioneering and leading, building on our shared learnings to challenge ourselves to develop and implement new approaches and solutions to deliver improved natural resources management with positive and fair benefits for people and nature.

In 13 countries across Europe and Asia, the forest partnership continues to protect and expand resilient forest landscapes and enhance forest biodiversity in priority areas while supporting responsible forest management practices. Efforts include strengthening pathways towards improved governance frameworks, national policies and legislation and empowering smallholders and indigenous communities exercising forest stewardship and conserving ecosystem services. Within cotton, the partnership works to restore biodiversity in cotton growing regions through nature-based solutions concept in Pakistan and India. It takes a multi-stakeholder approach for the transition towards compliant, resilient carbon smart cotton value chain by promoting water stewardship, enhancing biodiversity, improving agroforestry, management practices and land use. The partnership is also working to address water challenges and improve water management, both within IKEA supply chain and beyond. This includes contributing to healthy water flows and improved biodiversity in priority river basins in Turkey and India through a multi-stakeholder approach and supporting better water management in business operations. Within climate the partnership actively advocates for key regulatory changes, strengthened & advocating science-based targets connected to net-zero commitments and advances efforts related to corporate emissions from forests, land, and agriculture.

In 2021 IKEA joined the Science Based Targets Network (SBTN) Corporate Engagement programme and the business call for the UN Treaty on Plastic Pollution.

In 2022 IKEA joined leading businesses calling on Heads of State to implement an ambitious Target 15 at COP15 with mandatory requirements for companies to assess and disclose their impacts and dependencies on biodiversity by 2030. IKEA also co-hosted a roundtable on Biodiversity bringing together businesses for an open-ended exchange on challenges and solutions for scaled up company action on biodiversity.

NOVAMEDIA SVERIGE AB, SVENSKA POSTKODLOTTERIET

Industry	Media, Communications & Entertainment
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy Food Oceans Wildlife General support
Budget Range (in EUR)	1-3 million

Swedish Postcode Lottery & WWF partnership

The Swedish Postcode Lottery was established by the Dutch company Novamedia, in order to raise funds for charities and increase awareness for their work. Novamedia operates lotteries in the Netherlands, Sweden, the UK, Germany and Norway and WWF is a beneficiary to the lotteries in all five countries. In Sweden, WWF is one of about 60 beneficiaries to the Swedish Postcode Lottery, and has been so since the lottery's inception in 2005. The support from the Swedish Postcode Lottery has contributed to a wide range of important projects, both in Sweden and globally. It has helped WWF to scale up existing projects, pursue more activities and achieve faster results. In addition to supporting WWF's operations through unearmarked support, the lottery has also financed a number "Dream Project" through dedicated project support.

PANDAFÖRSÄLJNINGEN

Industry	Retail
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Wildlife General support
Budget Range (in EUR)	500,000-1 million

Helping youth save endangered species

WWF has collaborated with Pandaförsäljningen since 1983. In the fall each year, thousands of young people raise money for WWF by selling products from Pandaförsäljningen's product catalogue. The products are selected in consultation with WWF and are chosen with sustainability performance in mind. Each product sold includes a contribution to WWF's work to save endangered species.

RETURPACK PANTAMERA

Industry	Recycling
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	General support
Budget Range (in EUR)	25,000-100,000

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 camping sites, in order to increase recycling of empty cans in Sweden. Through these projects several of its partners have provided donations to WWF.

SEB

Industry	Banking and finance
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	General support
Budget Range (in EUR)	500,000-1 million

WWF and SEB – a long-term partnership

WWF have had a partnership with SEB since the 1980's. SEB operates an equity fund, SEB WWF Nordenfond, that contributes substantial general financial support to WWF's activities.

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.

SKANDIA

Industry	Banking and finance
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	General support
Budget Range (in EUR)	1-3 million

Skandia and Världsnaturfonden: 33 years of funding conservation

Skandia is a large independent customer owned banking and insurance groups, “Skandia World Wildlife Fund” (Världsnaturfonden) which was founded in 1988, 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 the Fund’s net assets to WWF as a gift.

STROMMA

Industry	Tourism
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Oceans
Budget Range (in EUR)	25,000-100,000

Working together to save the Baltic Sea

Strömma Turism & Sjöfart AB is one of Scandinavia's largest tourism and sightseeing companies with over 30 brands in the tourism and transport industry. Stromma operates in Sweden, Denmark, Finland, Norway and Holland.

The collaboration between WWF and Stromma is a partnership to help save the Baltic Sea. It involves both regional work to save the sensitive environments of the Baltic sea and local conservation projects in Denmark, Finland and Sweden. In addition, Stromma is taking steps to improve its own business practices and reduce its impact in the environments where it operates.

CORPORATE ENGAGEMENT PLATFORMS

The following list represents corporate engagement platforms that this WWF office is leading or part of and involves multilateral engagements with companies to bring about sustainable outcomes within their supply chain or consumer behaviours.

- 1. Hållbar Livsmedelskedja**
- 2. Baltic Stewardship Initiative**
- 3. Climate Innovations & Climate Solver**
- 4. Climate Savers**
- 5. Climate Business Network**
- 6. Forest Forward**
- 7. Water Stewardship**

**OUR MISSION IS TO STOP
DEGRADATION OF THE
PLANET'S NATURAL
ENVIRONMENT AND TO
BUILD A FUTURE IN WHICH
HUMANS LIVE IN HARMONY
WITH NATURE.**

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Working to sustain the natural
world for the benefit of people
and wildlife.

together possible™

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