



CORPORATE PARTNERSHIPS REPORT

JAN-DEC 2023 WWF-SWEDEN

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WWF is one of the world's largest and most experienced independent conservation organizations, with over 6million 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 organization 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

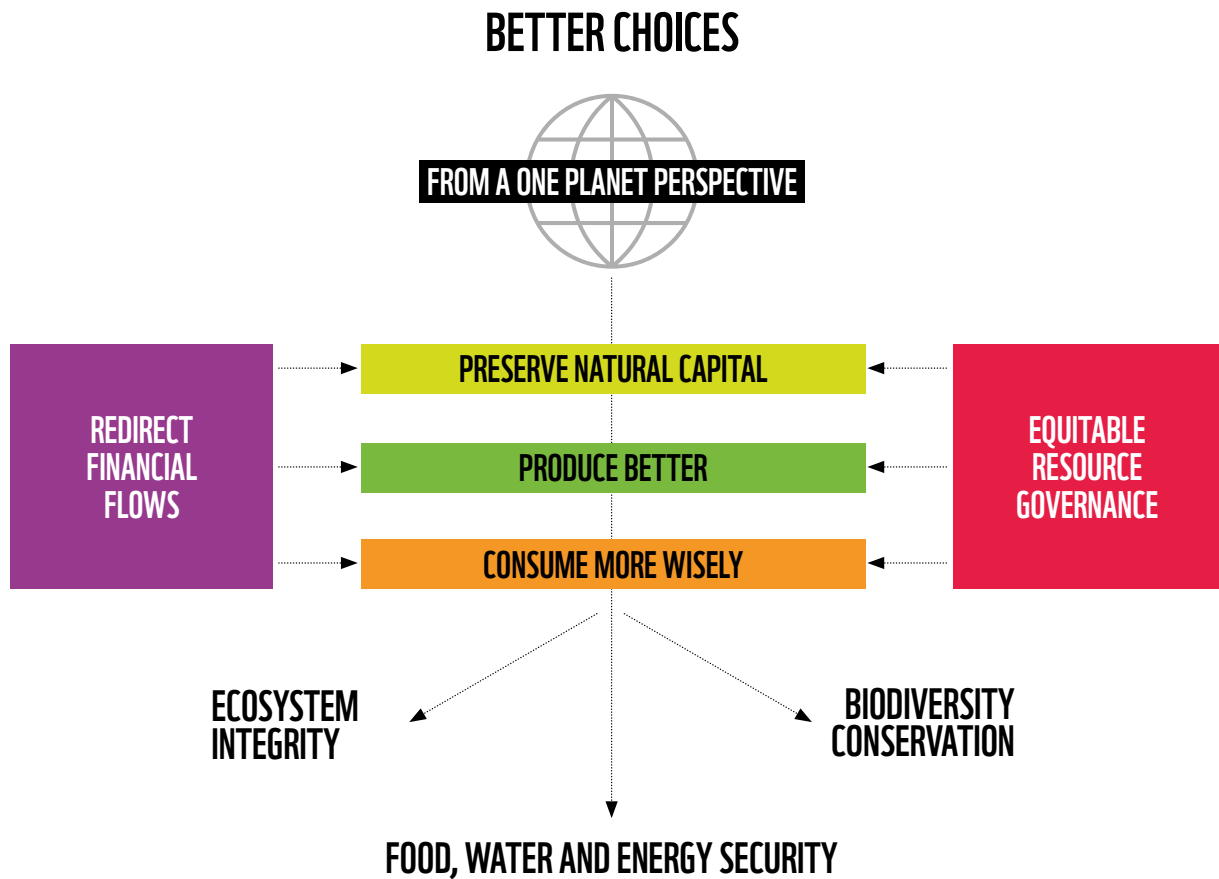
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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 international. 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.

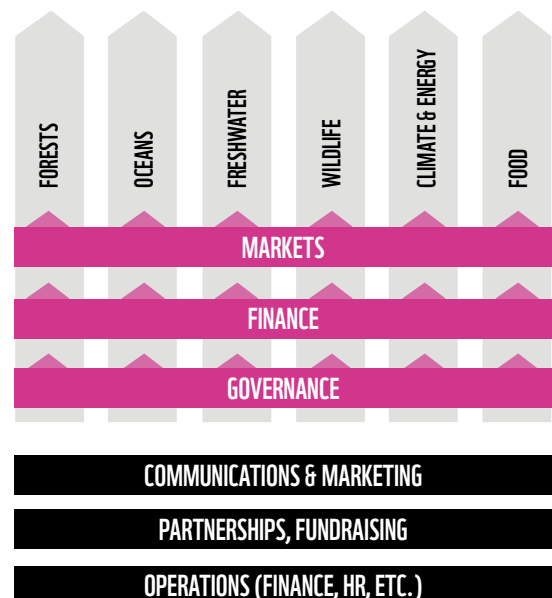
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

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**

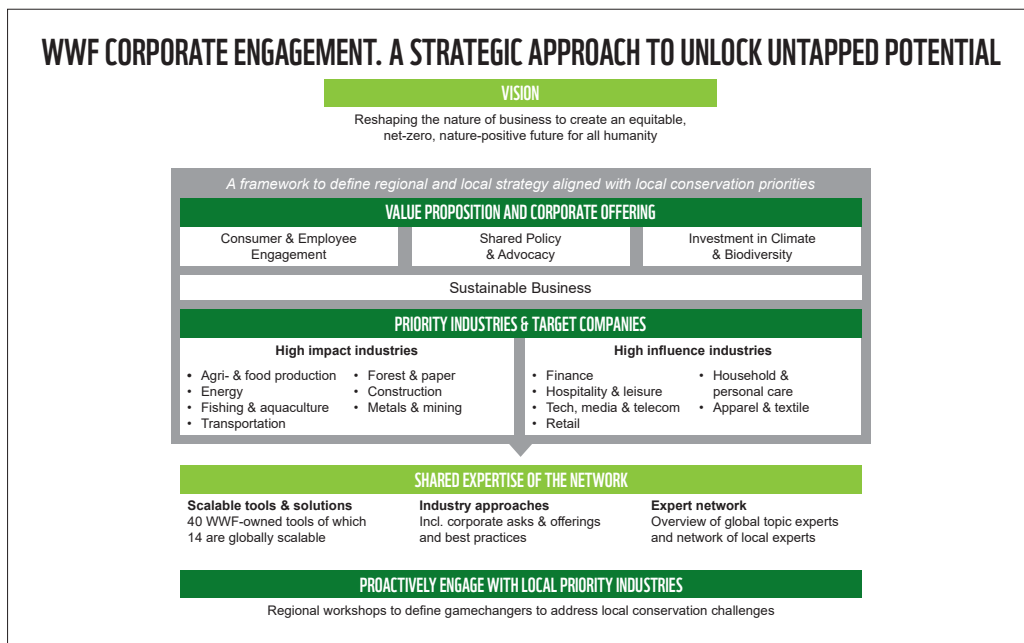


OUR WORK WITH THE CORPORATE SECTOR

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.

Many of our partnerships with companies use a combination of these approaches.



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 while also to engage in public policy discussions at global and local levels, 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 working 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

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.

Our collaboration 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 four 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

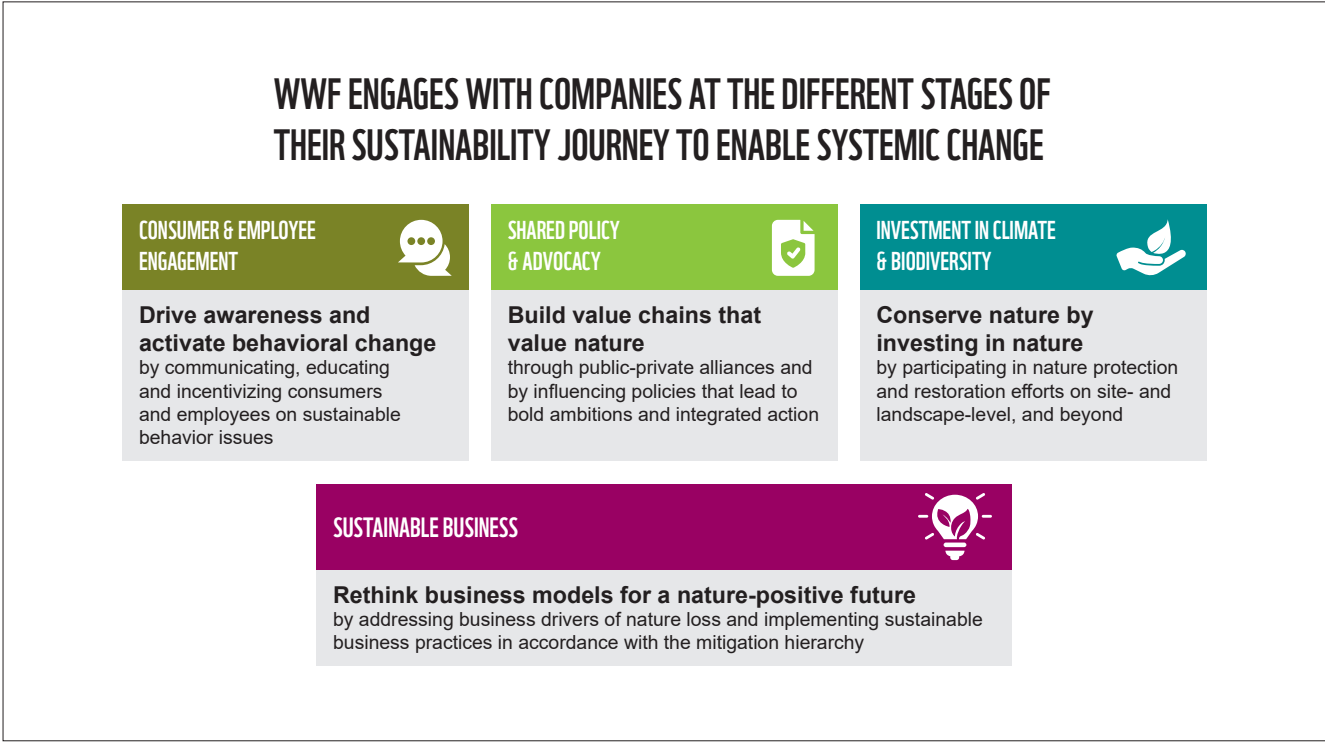
The second way that WWF partners with the private sector is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of WWF's priority 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.

4. POLICY AND ADVOCACY

The fourth approach involved collaborating with businesses to influence policies, regulations, and industry practices for sustainability. These partnerships are crucial for shaping policies that align nature and business, creating a sustainable future.



Many of our partnerships with companies use a combination of these approaches.

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;
- Influence policies that lead to bold ambitions and integrated actions
- 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 FY23, income from corporate partnerships represented 22% of this WWF office's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR 25,000 IN 2023

APOTEA

Industry	On-line pharmacy, health and well-being (both medication, hygiene products and food)
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Freshwater Oceans
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 EUR 25,000 IN 2023

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 multiyear 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 EUR 25,000 IN 2023

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 EUR 25,000 IN 2023

FINISH

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

A collaboration to restore wetlands on Gotland

In 2022, WWF Sweden and Finish entered into a three-year water project to jointly restore important wetlands areas on Gotland. The local venture is part of a global partnership between WWF and Finish’s parent company Reckitt, which aims to protect freshwater resources globally.

The project involves an investment to jointly restore important wetlands areas on Gotland. The collaboration focuses on the nature conservation efforts on Gotland organized by WWF in collaboration with Sportfiskarna, with the support of Finish. Several wetlands are to be recreated during the collaboration period. These wetlands are expected to benefit fish, birds and insects, among other things, while contributing to increasing the landscape’s ability to hold water.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR 25,000 IN 2023

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. The partnership also covers assessing biodiversity risks as the starting point for setting targets and taking action.

Since 2023, GANT is financing a sustainable cotton pilot project in Gujarat, located in the western region of India. A significant part, about 35 percent, of the cotton produced in India originates from this region. Gujarat is also the home to four Ramsar wetlands including the Nal Sarovar Bird Sanctuary. The goal of the project is to encourage farmers to adopt sustainable cotton practices that help preserve the health of Nal Sarovar, focusing on pesticides, nutrients and irrigation. The project will also contribute to the development of an integrated wetland management plan for the Nal Sarovar wetland catchment area.

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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, setting targets and developing a water strategy in line with WWF’s Water Stewardship model. The partnership also covers assessing biodiversity risks as the starting point for setting targets and taking action.

Gina Tricot is also participating in a collective action project in the Büyük Menderes Basin in Turkey run by WWF Turkey. The Büyük Menderes river area in Turkey is a economically important region as a significant part of the country’s agriculture and textile production is found here. The area has a rich biological diversity but faces several challenges such as water shortages, pollution and climate change. To save the local ecosystems, WWF collaborates with both Swedish and international companies to bring about cleaner textile production, more sustainable cotton production and restore ecosystems in the region.

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 EUR 25,000 IN 2023

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 also worked 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 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. Biodiversity impact project examples include a focus on regenerative cotton production in India, regenerative wool production in South Africa and forest enrichment in Indonesia related to rattan production. In 2023 H&M Group, with support from WWF, joined 16 other companies in pilot testing the Science Based Targets Network draft guidelines for nature setting targets.

During 2022 H&M Group was a leading representative for the Business for Nature Coalition in calling on governments to deliver an ambitious Global Biodiversity Agreement at United Nations Negotiations. In 2023 WWF, H&M Group and IngKa IKEA joined forces in meeting members of the European Parliament and in a joint letter to swedish ministers calling for more ambitious energy and climate targets in the EU. Moreover this year H&M Group was amongst leading businesses to sign a statement calling for an ambitious and legally binding EU nature restoration law. Finally, together with 10 other Swedish businesses WWF and H&M Group published an op-ed calling on the new government to implement more ambitious climate policy action plans.

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 and contributor to the WWF Biodiversity Stewardship Hub.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR 25,000 IN 2023

IKEA

Industry	Retail Household goods and textiles
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Forests Freshwater Markets 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 17 countries, innovation and advocacy, the partnership supports responsible forest management, sustainable cotton value chains, healthy water flows and management, and a strengthened Net-Zero 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.

During 2023, in 15 countries across Europe, Asia and South America, the forest partnership has worked 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. Over a total 22 year period, the forest partnership has worked in over 21 countries. 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 2023 IKEA joined leading businesses calling for fossil fuel phase outs in the We Mean Business Coalition’s fossil to clean campaign. During COP28 in Dubai, IKEA gave support to the Fresh Water Challenge, a country-led initiative aiming at solving the challenges of restoring and protecting water ecosystems. The forest portfolio also expanded in 2023 with projects initiated in Brazil and Columbia to safeguard biodiversity and landscapes while also empowering local communities and curbing the alarming loss of forests.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR 25,000 IN 2023

NOVAMEDIA SVERIGE AB,
SVENSKA
POSTKODLOTTERIET

Industry	Media, Communications & Entertainment
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy Food Forest Oceans Wildlife/ Biodiversity General support
Budget Range (in EUR)	250,000-500,000

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.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR 25,000 IN 2023

PANDAFÖRSÄLJNINGEN

Industry	Retail
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Wildlife/ Biodiversity General support
Budget Range (in EUR)	250,000-500,000

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.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR 25,000 IN 2023

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.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR 25,000 IN 2023

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: 34 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.

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 Business Network**
- 5. Forest Forward**
- 6. 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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world for the benefit of people
and wildlife.

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