



# CORPORATE PARTNERSHIPS REPORT

Overview of WWF-NL Corporate  
Partnerships Fiscal Year 2018

Be one with nature

**For further information on specific partnerships**, please contact WWF-NL Claar van den Bergh, Lead Business Engagement & Corporate Partnerships ([cbergh@wwf.nl](mailto:cbergh@wwf.nl))

**For any media enquiries**, please contact Dylan de Gruijl, Senior Press Officer ([dgruijl@wwf.nl](mailto:dgruijl@wwf.nl))

WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

Published in June 2019 by WWF – World Wide Fund For Nature – WWF NL, Zeist, The Netherlands. Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner.

© Text 2019 WWF-NL  
All rights reserved.

# INTRODUCTION

*The aim of this report is to give an overview of the partnerships that WWF – NL had with individual companies during the period of July 2017 – June 2018 (FY18).*

## TAKING BOLD COLLECTIVE ACTION

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

WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – 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.

## OUR WORK WITH THE CORPORATE SECTOR

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. As the [2018 Living Planet Report](#) demonstrates, the challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organization to solve alone.

Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. The 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.

By working with the corporate sector, WWF aims to change behaviour and drive conservation results that would not be possible otherwise.

Our vision for change



## How we make it happen?

6 global goals, 3 cross-cutting drivers, delivered by powerful communities of practice and partners



## More specifically, our work with the corporate sector aspires to do this by:

- promoting better production and responsible sourcing of raw materials that otherwise drive deforestation or unsustainable use of water;
- encouraging a switch away from fossil fuels to 100 per cent renewable energy and away from fossil fuels;
- engaging jointly on public policy;
- supporting the equitable sharing of natural resources;
- redirecting financial flows to support conservation and sustainable ecosystem management;
- raising awareness of the need to consume more wisely; and
- protecting some of the world's most ecologically important places.

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms such as the [UN Global Compact](#), [Science Based Targets](#), [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 \(FSC\)](#), [Marine Stewardship Council \(MSC\)](#) [Aquaculture Stewardship Council \(ASC\)](#), [Roundtable on Sustainable Palm Oil \(RSPO\)](#), [Roundtable on Responsible Soy \(RTRS\)](#)). We also publish scorecards and reports on company or sector performance (e.g. [palm oil scorecard](#); [soy scorecard](#), and [sustainable cotton ranking](#)), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. [Seize Your Power](#), [Virunga](#), [Reviving the Oceans Economy](#)), as well as work in partnership with individual companies.

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

### COMMUNICATIONS AND AWARENESS RAISING

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

### PHILANTHROPIC PARTNERSHIPS

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

As this report shows, many partnerships with companies use a combination of these approaches.

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

## TRANSPARENCY AND ACCOUNTABILITY

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

## THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF-NL has with individual companies. Funds obtained through corporate partnerships are typically used by WWF to:

- Work with the company to reduce its impacts and footprint and to help shift sectors and markets toward sustainability in line with WWF's global conservation strategy;
- Raise public awareness of key conservation challenges;
- Directly support WWF conservation projects.

WWF-NL 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 financial year 2018, the total income from business represented 3% of the total WWF-NL income.

# INFORMATION ON WWF-NL CORPORATE PARTNERSHIPS

The following list of companies is an overview of all the corporate partnerships working together on driving sustainable business practices and/or communication and awareness raising



**Rabobank**

## RABOBANK

### Working together on sustainable food en agri supplychains

Rabobank and WWF have a partnership since 2011. The mission is to set up projects both together and with clients based on the aim of achieving a sustainable food supply. The related focus is on international food and agri projects. Rabobank and WWF are dedicated to using international food and agri example projects to show how a successful transition to sustainable production and operations in the food and agri chains can be achieved. The transition to sustainable food production also shows that economic returns and the conservation and restoration of biodiversity and ecosystems can go hand in hand.

Rabobank and WWF deem a project successful if it can be demonstrated that:

- Producers are better off as a result of higher food production achieved by, for instance, making degraded or eroded land once again suitable for production through the use of fewer inputs (water, fertilizers and energy) and by improving the organisation of their activities.
- The environmental pressure on the environment and ecosystems has been significantly reduced as a result of the sustainability measures implemented within the context of the projects.

Joint projects: Farmed salmon in Chile; Soy in Brazil; Sugar cane in India; Dairy in the Netherlands; Palm oil in Indonesia.

Company name:

**Rabobank**

Industry:

**Banking**

Type of partnership:

**Driving sustainable business practices**

Conservation focus:

**Sustainable food and agri supplychains**

FY18 budget range (EUR):

**100.000 – 250.000**



## ENECO

### Working together on One Planet Thinking

Eneco has been working together with WWF since November 2011. Eneco was the first energy company in the world to be awarded the title of Climate Saver. In the international Climate Savers Programme, companies make agreements with WWF about reducing their CO2 emissions and about their use and production of clean energy. Since 2012, we have been working on One Planet Thinking (OPT). This project is helping companies to develop a strategy and implement it so that they can operate within the limits of our planet. OPT received so much approval internationally that the project was transferred to the WWF Network.

Company name:  
**Rabobank**

Industry:  
**Energy**

Type of partnership:  
**Driving sustainable business practices**

Conservation focus:  
**One Planet Thinking**

FY18 budget range (EUR):  
**25.000 - 100.000**



## FRIESLANDCAMPINA

### Working together on biodiverse agriculture

Dairy farms affect biodiversity: on the farm and in the nature conservation areas around the farm. Their influence on biodiversity reaches beyond this as well. For example, through the purchase of feed concentrates. Dairy farmers can do more to positively affect biodiversity than managing the natural environment on their farm alone. FrieslandCampina, WWF and the Rabobank are working on the development of a methodology to measure the impact of dairy farms on biodiversity since 2014.

Company name:  
**FrieslandCampina**

Industry:  
**Dairy**

Type of partnership:  
**Driving sustainable business practices**

Conservation focus:  
**Biodiverse agriculture**

FY18 budget range (EUR):  
**0**



## ZEELANDIA

### Working together on biodiversity

WWF NL and Zeelandia, international supplier of bakery ingredients, are working together since 1989. Within this cooperation Zeelandia developed a special bread, named Panda Bread, in the shape of a panda paw. A payment for each sold Panda Bread is part of the agreement. Furthermore, Zeelandia contributes to the production of sustainable RSPO certified Palm Oil.

Company name:  
**Zeelandia**

Industry:  
**Bakery ingredients**

Type of partnership:  
**Driving sustainable business practices, Communications and awareness raising, Philanthropic**

Conservation focus:  
**Palm oil, biodiversity**

FY18 budget range (EUR):  
**25.000 - 100.000**



## INTERNATIONAL BON TON TOYS

### Working together on nature conservation

WWF International and International Bon Ton Toys have a licensing agreement. Under WWF Plush Collection, the soft toys selection all has a story attached to each animal. All plush toys are made based on a critically endangered species and come with a story. It is a meaningful brand as 12% of purchase cost of WWF products goes to conservation projects.

Company name:  
**International Bon Ton Toys**

Industry:  
**Toys and games**

Type of partnership:  
**Communication and awareness raising, Philanthropic**

Conservation focus:  
**Nature conservation**

FY18 budget range (EUR):  
**25.000 - 100.000**



## INTERNATIONAL CARD SERVICES

### Working together on nature conservation

WWF NL and International Card Services (ICS) have a licensing agreement since 2011 based on the Panda credit card.

Company name:  
**International Card Services**

Industry:  
**Finance**

Type of partnership:  
**Communication and awareness raising, Philanthropic**

Conservation focus:  
**Nature conservation**

FY18 budget range (EUR):  
**25.000 - 100.000**

# INFORMATION ON WWF-NL CORPORATE PARTNERSHIPS

The following list of companies represents all corporate donors with an annual budget up to EUR 25,000 – 200.000

- Altuna Holding BV
- Fervet Opus B.V
- Tommy Hilfiger Foundation Europe
- Kentaa B.V.
- Uitgeverij Deviant BV
- Graphic Promotions

The following list of companies represents all corporate donors with an annual budget up to EUR 1,000 – 25,000

- PWC (PricewaterhouseCoopers B.V.)
- Holland Casino
- ULTS BV
- Diergaarde Blijdorp
- Spikker Specials B.V.
- Futurewhiz Media B.V.
- Hotel Theater Figi
- Tytho B.V.
- Goossens Holding BV
- Stedin Netbeheer
- GfK Netherlands Bv
- Stegman Groothandel BV
- The walt Disney company
- Avila Reizen B.V.
- Aannemersbedrijf van Zoelen BV
- MCX Administration Services BV
- HFDP BV
- Rainforest Lighting
- Perivo
- Driebergse Toer Club
- Jeans Centre B.V.
- Fit4less
- Djihn Personal
- Worldpay Ap Ltd
- Sioux Embedded Systems
- B.V.
- Avex BV
- Flow Traders
- De Breij Evers Boon N.V.
- Estee Lauder B.V.
- Van Loon Assurantien
- E-Less
- Ruigrok Netpanel BV
- Keuze Kado
- B.M. Kramer Beheer B.V.
- Ster Concepts BV
- 3 Stone Real Estate
- JK Medical Netherlands B.V.
- 24th Avenue B.V.
- Westenburg Assurantien BV
- Vivid advies
- Van Hest Beheer B.V.
- Van der Fluit Assurantien B.V.
- TTT Group
- TM International B.V.
- The Gate Beheer B.V.
- Teka Holding BV
- Stacom Infrasuport B.V.
- Spinvest B.V.
- A. Kasem Holding
- Scharenborg Bedrijfsverzekeraars
- Sanctus Tan

- Rainier Beelen Beheer
- Prinsenvinken B.V.
- Planee B.V.
- Alvero  
Kantoormeubelverhuur B.V.
- Patara Capital B.V.
- Anac Backoffice
- Odenwald Organic B.V.
- Nelson Beheer B.V.
- Multi Level Control BV
- Moongro
- Mooibouw
- Montana Reality BV
- Mens Advocaten B.V.
- Marevisie
- Aurora Holding B.V.
- Maathuis Legal b.v
- Loyalty Lab Holding
- Linders Investments B.V.
- LegalAffairs
- Axxerion Facility Services
- Laser Centrum Biltstraat BV
- K.S.M Holland B.V.
- Kovi Specials BV
- Koopax Beheer B.V.
- KLAP B.V.
- KGU Recrutement BV
- JWBW Beheer B.V.
- JJ de Wilde Management en  
Beheer BV
- Jemato Participaties B.V.
- IDEER B.V.
- IBC Corporate Finance B.V.
- Heuts Assurantien
- Het Kaasmerk BV
- Gockel Holding
- Bochane Groep
- Frijlink Beheer B.V.
- Flames B.V.
- Expand Research
- Boudewijns & Roemen  
Groep
- Eneco Beheer N.V.
- Eijgendaal en Van Romondt  
B.V.
- Dudok Groepsholding B.V.
- Cardano Risk Management
- Camping 't Weergors
- Bussel Holding BV

# THE WWF NETWORK\*

## WWF OFFICES\*

Armenia  
Australia  
Austria  
Azerbaijan  
Belgium  
Belize  
Bhutan  
Bolivia  
Heart of Borneo Forests  
Brazil  
Bulgaria  
Cambodia  
Canada  
Caucasus  
Chile  
China  
Colombia  
Croatia  
Denmark  
Ecuador  
European Policy Office  
Finland  
France  
Germany  
Greate Mekong  
Greece  
Guatemala  
Guyana  
Honduras  
Hong Kong  
Hungary  
India  
Indonesia  
Italy  
Japan  
Kenya  
Korea  
Laos  
Madagascar  
Malaysia  
Mediterranean PO  
Mexico  
Mongolia  
Mozambique  
Nepal  
Netherlands  
New Zealand  
Norway  
Pakistan  
Papua New Guinea  
Paraguay  
Peru  
Philippines  
Poland  
Portugal  
Romania  
Russia  
Senegal & West Africa  
Serbia  
Singapore  
South Africa  
South Pacific  
Spain  
Suriname  
Sweden  
Switzerland  
Tanzania  
Thailand  
Turkey  
Ukraine  
United Arab Emirates  
United Kingdom  
United States of America  
Vietnam  
Nigeria  
Central Africa Office

\*As of June 2018



**Why we are here.**

To stop the degradation of the world's natural environment and to build a future in which humans live in harmony with nature.

[wwf.nl](http://wwf.nl)

**PHOTOGRAPHY**

© Souvik Kundu / WWF