



CORPORATE PARTNERSHIPS REPORT

FY 2022 WWF-SPAIN JULY, 2023

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

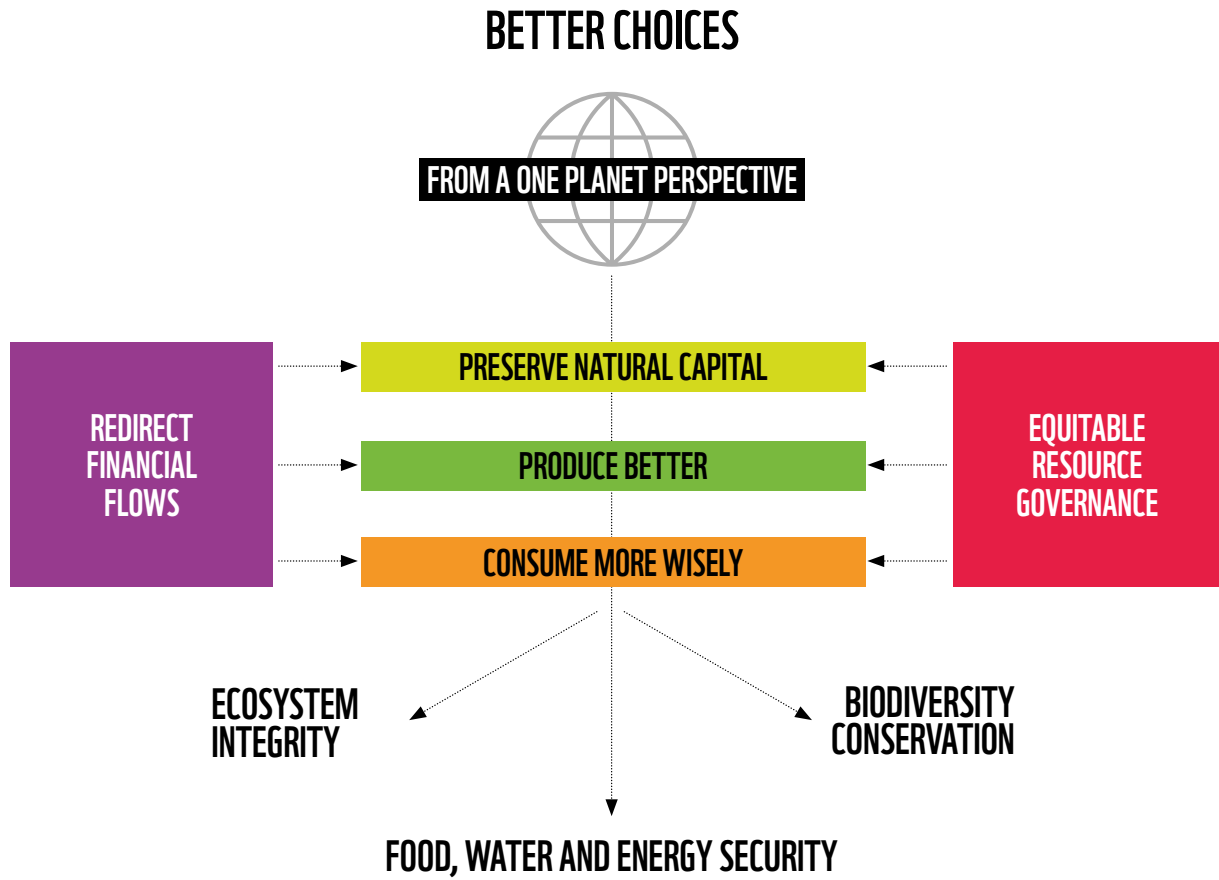
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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.

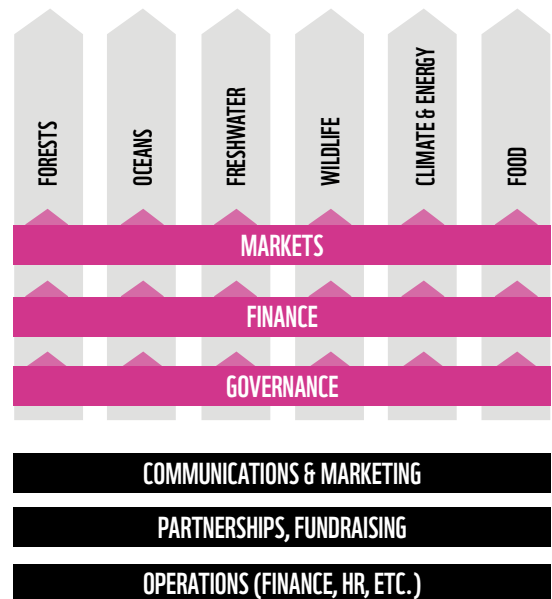
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

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-Spain 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.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY22

AMBILAMP

Industry	Consumer Electronics
Type of Partnership	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Climate & Energy
Budget Range (in EUR)	25,000-100,000

Ambilamp is a non-profit association that was set up to solve this problem, by bringing together the leading lighting companies in order to develop a system for the collection and processing of waste lamps and luminaires, WEEE. They offer all the information necessary to recycle Fluorescent tubes, Low-energy light bulbs, Discharge lamps, Retrofit LED bulbs and Luminaires in a responsible way.

WWF and **Ambilamp** have a common goal, which is to raise public awareness about the climate change.

In addition, **Ambilamp** has joined the Earth Hour initiative by switching off the lights of all its offices and as support company of the campaign.

MAHOU SAN MIGUEL

Industry	Industry Beverage
Type of Partnership	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Climate & Energy Forests
Budget Range (in EUR)	25,000-100,000
WWF Spain webpage	wwf.es/mahousanmiguel

Mahou San Miguel, Spanish Beer Company and leader of the sector in the country, has signed a strategic partnership agreement with WWF for three years to work on an ambitious environmental project. Its main objective is to improve biodiversity in some areas of Henares (Guadalajara) and Jarama (Madrid) rivers and Sierra de Beteta (Cuenca) –where Mahou San Miguel has production centers– involving professionals, institutions and the local community. The agreement involves performances in depth in selected areas: cleaning riverbeds and banks, plantation and reintroduction of various plant species –around 6,000 trees– and improving the habitats of key animal species for the ecosystem and biodiversity of these zones. In addition, **Mahou San Miguel** launched a volunteer program and awareness among professionals to actively participate in this project, including a tree planting. **Mahou San Miguel** has joined the Earth Hour initiative by switching off the lights of all its offices, production facilities and billboards.

COCA COLA FOUNDATION

Industry	Beverage
Type of Partnership	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Climate & Energy Forests Freshwater Wildlife
Budget Range (in EUR)	100,000-250,000
WWF Spain webpage	wwf.es/misionposible

In the framework of the global partnership between WWF and **The Coca Cola Company**, focused on conserving the most important freshwater basins and replacing water in communities and nature, WWF Spain is developing an innovative Project: Restoration of an important habitat in the Estuary of the Guadalquivir, and to consolidate and extend the activities of water efficiency use. The specific objectives are:

- to restore area of wetland in the Estuary
- to increase the participation of citrus local farmers
- to train farmers and technicians on water saving tools and techniques
- for farmers to reduce irrigation volumes
- to disseminate project results at a national and international level and explain the applicability of the work to other regions (mainly with the importance of citrus as a crop in other areas)

Most replenishment volume will arise from a reduction in water used for irrigation in citrus plantations. Habitat restoration will also provide a small benefit due to improve in water quality. Other major benefits will be improved biodiversity and wider awareness, with WWF wanting to use this project as an example of how stakeholders (in this case farmers and conservationists) can cooperate for mutual benefit. Finally, the project will support a better integration of local people with the Estuary and to benefits it with green economies as ecotourism in order to improve the rate of employment in the area

Also **Coca Cola** participates in Club Business for Nature in Spain and Earth Hour Campaign.

CORREOS

Industry	Packaging
Type of Partnership	Communications and awareness raising Philanthropic Sponsorship Communication - product related marketing and licensing
Conservation Focus of Partnership	Forests
Budget Range (in EUR)	100,000-250,000
WWF Spain webpage	wwf.es/correos

Correos is one of Spain's largest companies, employing more than 52,000 people. As a public company, it sets the standard in terms of responsible business, extending this commitment to each and every one of its operational areas, and to the development of its business activities.

One of **Correos'** best-known actions regarding the environment is '**Línea Verde' (Green Line)**, which it carries out primarily in collaboration with its clients.

Correos has been supporting initiatives to help the environment for many years, especially reforestation in Spain. To do so, the postal company sells ecological envelopes, boxes and packaging made out of recycled material and environmentally friendly, called 'Línea Verde', through its network of over 2,200 multiservice offices, setting aside a portion of the sales price of each unit for forest recovery. These products include a caption informing users of the contribution they are making for planting trees. This also helps raise society's awareness of the importance of purchasing ecological products.

WWF and **Correos** have been working together since 2010. Thanks to the funds collected from these sales, more than 45,000 trees have been reforested in 12 important ecological areas with native trees.

EROSKI

Industry	Retailer
Type of Partnership	Communications and awareness raising Philanthropic Sponsorship
Conservation Focus of Partnership	Forests Wildlife
Budget Range (in EUR)	100,000-250,000

Spanish retailer **Eroski**, the country's third largest chain and the first to carry MSC-certified products in its fresh fish counters, conducted a marketing campaign designed to educate consumers on the importance of sustainable seafood. Eroski engaged consumers at the point of sale with posters and promotions, reaching approximately 13,000 people.

This campaign is made together WWF Spain. An increase of nearly 10 per cent in customer awareness and understanding of the MSC ecolabel was recorded in surveys conducted during the campaign, and **Eroski** reported a 112 per cent increase in sales of MSC-ecolabelled products at their stores.

Eroski and WWF Spain have been working together since 2005 with different awareness campaigns focused to consumers: climate change and efficient use of energy, reduce and replacement of the plastic bag, saving water at home, earth hour, and to improve the company's commodity supply chain policy, mainly in sustainable seafood with MSC and responsible timber and paper with FSC.

Also **Eroski** participates in Earth Hour Campaign.

WWF Spain together with Eroski has carried out a "Rounding up for donation campaign" where Eroski customers could round up all their purchase that they make during one month in favor of supporting WWF's work.

REALE FOUNDATION

Industry	Insurance
Type of Partnership	Communications and awareness raising Philanthropic Sponsorship
Conservation Focus of Partnership	Forests Wildlife
Budget Range (in EUR)	25,000-100,000

The Reale Foundation collaborates with WWF Spain in different matters as a campaign for recycling and the responsible use of paper and the information campaign to promote energy savings in office and in home. Also, Reale Foundation We also carry out various corporate volunteering activities with Reale employees such as beach cleanups, forest restoration etc.

ECIVIDRIO

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

Ecovidrio is non-profit organisation responsible for managing the recycling of all glass packaging waste in Spain. They offer a professional and accessible service to all citizens in relation to recycling of the glass. They work in the hope that our efforts will allow us to transform a waste product into a valuable resource. They work with one main objective: increase the recycling rate for glass in Spain with the aim of protecting the environment and contributing towards sustainable development, in accordance with the principles of the circular economy. WWF Spain has an agreement to Ecovidrio in different awareness campaign like Earth Hour, Forest Campaign, recycling,...

In addition, in 2022 **Ecovidrio** and the organization WWF Spain have carried out a new day of planting a hundred trees in the Natural Area of Doñana, within the initiative 'The Forest of Ecovidrio'. The activity, organized in collaboration with the Junta de Andalucía, has had the participation of a total of 40 students from CEIP Marismas de Hinojos.

The initiative 'El Bosque de Ecovidrio' has been developed by **Ecovidrio** and WWF with the aim of contributing to restore the 'Arroyo de la Portuguesa' site, in Moguer and, thus, recover some of the areas affected by the Las Peñuelas fire of 2017, which affected a total of 10,340 hectares of great environmental value. In order to favor the biodiversity of the area, the planting of native species such as myrtle, piruétano and palmetto has been carried out.

SANITAS "HEALTHY CITIES"

Industry	Insurance
Type of Partnership	Communications and awareness raising Philanthropic Sponsorship
Conservation Focus of Partnership	Forests
Budget Range (in EUR)	25,000-100,000
WWF Spain webpage	wwf.es/sanitas

In 2022, more than a hundred **Sanitas** employees and their families participated with us in the restoration of three areas affected by fires in Barcelona, Valencia and Madrid. They were done simultaneously to reinforce the idea that everything is linked and every action counts towards healthy humans on a healthy planet and their aim was to create healthier forests that are more resilient to climate change.

The first activity took place in the Garraf Park, Barcelona, which suffers significant human pressure and was also affected by a fire in 1994, the consequences of which can still be felt in some areas. In one of them, more than fifty **Sanitas** employees and their families planted more than two hundred specimens of native species such as Aleppo pines, wild olive trees, cercininos and strawberry trees on a morning attended by double Olympic medallist and former synchronised swimming swimmer Gemma Mengual. This symbolic planting completes the restoration of other 1.5 hectares through forestry treatments and planting that we carried out in close collaboration with the Diputació de Barcelona.

The second activity took place in Cortes de Pallás, Valencia, an area that suffered a terrible fire in 2012 that affected 13 municipalities and burned almost 30,000 hectares. To make the forest more resistant to fire, more than fifty **Sanitas** employees and their families, with the help of cyclist Pedro Delgado, planted more than a hundred species typical of the Mediterranean forest such as aladerns, wild olive trees, olive trees and strawberry trees. The total action includes 1.5 hectares, the introduction of more than 1,100 seedlings and the collaboration of Riqueza Natural, a community action and landscape restoration project focused on the recovery of the natural environment and which has agreements with land-owners in the municipality affected by the fire.

Finally, the third activity took place in natural park of southeastern Madrid, where **Sanitas** employees and their families planted more than a hundred species typical of the riparian forest.

BOTÁNICA AIRWICK

Industry	Hygiene, Health and Nutrition
Type of Partnership	Communications and awareness raising Philanthropic Sponsorship
Conservation Focus of Partnership	Climate & Energy Forests Wildlife
Budget Range (in EUR)	100,000-250,000
WWF Spain webpage	wwf.es/airwick

In order to actively collaborate, **Airwick's** new air freshener brand Botanica, which is inspired by nature and uses responsibly sourced ingredients, is supporting WWF in the protection and restoration of natural wildflower habitats.

Specifically, it is part of a wider project for the restoration of habitats that the Andalusian Regional Government is carrying out in the emblematic Doñana Natural Area, in the area affected by the 2017 fire that devastated 10,344 hectares and left the landscape burnt with the environmental, social and economic implications that a fire entails.

The main focus of this project is to create masses of wild flora, intervening in an area of 30 hectares, which favour pollinators and encourage the natural recovery of such a valuable space. Using native plants and promoting diversity in the composition of the plantation, with staggered blooms at different times of the year, will be key to attracting these beneficial insects.

To this end, various local species (whose seeds come from the area to be restored) such as myrtles, rosemary, lavender and thyme will be used to create a landscape that is resistant to future impacts and to restore life in Doñana. The Doñana Natural Area is actively collaborating in the project, providing the publicly owned land where the restoration work is to be carried out and supplying plants of native species of certified origin, among other actions.

This reforestation project not only aims to return the wild flowers to their natural habitat, but also to give rise to the reproduction of species that will improve the entire environment beyond the 30 hectares.

The project has a duration of 3 years and it is expected that between 18,000 - 24,000 seedlings of indigenous flower species will have been planted by the end of 2023.

FINISH

Industry	Hygiene
Type of Partnership	Communications and awareness raising Philanthropic Sponsorship
Conservation Focus of Partnership	Forests
Budget Range (in EUR)	100,000-250,000
WWF Spain webpage	wwf.es/finish

Finish and WWF Spain restore the Laguna de la Presa del río Henares, a wetland in Madrid.

Approximately 40% of the wetlands in Spain are in a worrying situation, according to experts. For this reason, **Finish** joins with WWF Spain to recover these protected natural spaces of great environmental value. These are areas capable of absorbing more CO₂ than a forest and, therefore, are one of the best allies in the fight against climate change.

The restoration project will begin in the Laguna de la Presa del río Henares, in the Regional Park of the southeast of the Community of Madrid and will continue for three years in various areas of the country. **Finish** and WWF Spain are committed to recovering its functionality, creating feeding and refuge areas for fauna, and raising awareness in society about the importance of caring for aquatic ecosystems.

SANTANDER FOUNDATION

Industry	Bank Foundation
Type of Partnership	Communications and awareness raising Philanthropic Sponsorship
Conservation Focus of Partnership	Oceans Wildlife
Budget Range (in EUR)	25,000-100,000

A commitment to the seas

The **Banco Santander Foundation**, in line with its environmental commitment, has launched the Santander for the Seas initiative, and collaborates in a WWF initiative to conservation of threatened sharks and rays in the Alboran Sea. These species play a fundamental role in the marine ecosystem, although we still know little about many aspects such as their distribution, their critical habitats or the structure of their populations.

NATURGREEN - IBERHANSE

Industry	Food Ecommerce
Type of Partnership	Communications and awareness raising Philanthropic Sponsorship
Conservation Focus of Partnership	Food Wildlife
Budget Range (in EUR)	25,000-100,000
WWF Spain webpage	wwf.es/naturgreen

THE WILD ORANGES PROJECT: An alliance with sustainable agriculture naranjasalvaje.com

Buying these oranges and mandarins is a commitment and support for a production that respects the environment and the farmers. Naranja Salvaje is the result of a collaboration between the citrus producers **Iberhans-NaturGreen**.

This 3 year project, started from the need of transforming from within. Predominant agriculture is destroying the foundations on which it depends: fertile soil, clean water and biodiversity. As a result of this unsustainable agriculture, the animals of the countryside, such as ladybirds and birds of prey, are disappearing. With this project, we aim to restore the lost biodiversity.

HIJOS DE RIVERA

Industry	Beverage
Type of Partnership	Communications and awareness raising Philanthropic Sponsorship
Conservation Focus of Partnership	Climate & Energy Forests
Budget Range (in EUR)	25,000-100,000
WWF Spain webpage	wwf.es/hijosderibera

The Baixa Limia e Serra de O Xurés Natural Park, in Ourense, suffered a terrible fire last summer. To prevent it from being burned again, we collaborated with **Hijos de Rivera** in its 3 year Origen project. Our participation consists of restoring three hectares of burned area with native species to make this forest diverse and more resistant to fire.

The project will last three years and joins forces with “Plantando Cara al Fuego”, a multidisciplinary initiative in which we collaborate with the University of Santiago de Compostela, the Xunta de Galicia, as well as forest owners and students of the Higher Cycle of Forestry and Natural Environment Management.

The activities we are going to develop consist of planting, maintenance and monitoring and we hope to contribute to build stronger landscapes and increase the biodiversity of the area.

INDITEX

Industry	Fashion retailer
Type of Partnership	Communications and awareness raising Philanthropic Partnership
Conservation Focus of Partnership	Forests Freshwater Wildlife
Budget Range (in EUR)	>3 million

Inditex Group, based in Galicia, Spain, is one of the world's largest fashion retailers, with eight brands (Zara, Pull&Bear, MassimoDutti, Bershka, Stradivarius, Oysho, Zara Home), selling in 215 markets through its online platform and has over 6,000 stores in 95 countries.

The company has come a long way since 1963, when they started out as a small family business in a workshop making women's clothing. The company ended the year with 165,042 employees, up from 144,116 a year earlier, and a total of 6,477 stores worldwide.

The Group has set ambitious environmental targets for delivery such as its netzero emissions by 2040, a target to have 100% of the cotton used in its garment as either organic, intransition, from the Better Cotton Initiative, recycled or Next Gen by 2023. Also, they aim to reach 100% of its cellulosic fibres originating from more sustainable sources by the same year, with an additional objective to have only more sustainable linen and recycled polyester by 2025.

Partnership

Inditex and WWF in Spain have been working together since 2011 on campaigns such as Earth Hour. During this time, the **Inditex Group** worked on developing wideranging measures to reduce its water and energy consumption, waste, and contribute towards protecting biodiversity and combating climate change – topics that are at the heart of WWF's mission. These two organisations are now exploring an international partnership which will launch in October 2022.

A) *Sustainable business leadership*

The first year will be a scoping phase during which **Inditex** and WWF will develop the foundations for a transformational partnership (with involvement of Inditex's and WWF's experts). Inditex and WWF have both agreed that the main focus of their transformational work will be on freshwater and biodiversity, as this is where two focus areas identified as strategic for both organisations and where WWF can bring its expertise to help Inditex deliver greater impact.

B) *Investing in nature restoration*

Over a 3 year period (2022-2024), **Inditex** will donate proceeds from its paper bag scheme to WWF conservation projects. In parallel, Inditex and WWF will jointly explore ways to improve the paper bag scheme and together envision a way to phase out single paper bags use entirely.

The Inditex Paper bag scheme:

Inditex is constantly striving to optimise the use of natural resources and foster care for ecosystems and biodiversity throughout its business model. In 2020, consistent with the company's longterm sustainability strategy, the Group eliminated commercial plastic bags and packaging from customer sales with the aim of reducing consumption. In addition, the stores of the various Inditex brands have started charging for sustainably certified paper bags with the overall aim to educate consumers to bring and reuse their own bags, hence reducing overall consumption of paper.

This action aligns with the **Inditex Group's** strategy to put an end to all single-use plastics from customer sales by 2023. 100% of the proceeds generated from this initiative will go towards conservation, restoration and regenerative projects across the globe and to various conservation organisations. Inditex and WWF will launch this initiative in October 2022 with an initial timeline of three years.

Inditex Franchisees are invited to join this initiative by agreeing to allocate the funds received through the paperbag scheme to the various WWF projects in their respective Regions.

IKEA

Industry	Furniture retail
Type of Partnership	Philanthropic Partnership
Conservation Focus of Partnership	Forests Wildlife
Budget Range (in EUR)	1-3 millions

IKEA, restoring our home “Allen Plan”

An Allen Plan of four 3-year projects, with the aim of creating jobs and promoting the generation of sustainable wealth, and this projects are designed to build on three fundamental pillars for **IKEA** and coinciding with the axes of the Recovery, Transformation and Resilience Plan (PRTR), were presented: the ecological transition, wellbeing and health, and the demographic challenge.

The organizations that make up the Allen Plan and their projects are as follows:

- Allen Key for Social Entrepreneurship with ASHOKA . It consists of an acceleration and development program for social impact entrepreneurs to promote innovation and be agents of change in the country.
- Allen Key for the Circular Economy with COTEC Foundation. Its purpose is to demonstrate the real value and impact of systemic circular economy projects in rural communities and generate evidence to facilitate decisionmaking at the political, industrial and community levels.
- Allen Key for Equality with FADEMUR. This project seeks to empower women in the villages of Spain by developing sustainable production in rural areas.
- Allen Key for the Planet with WWF. This is a biodiversity restoration program in the Doñana Natural Area (Andalusia), one of the most important natural areas in Spain, where, with this project, we will contribute to the recovering of the biodiversity and ecological processes of the most representative ecosystem types (marshes, streams and degraded forests) and will contribute to socio-economic development generating new sources of green –employment based on self catering, maintenance or local economies like ecotourism, sustainable fishing, organic farming, etc.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR25,000 OR LESS IN FY22

The following list represents all corporate partnerships that this WWF office has with an annual budget of EUR25,000 or less (including pro bono or in-kind contributions) in FY22.

1. Abanca	25. CC Arturo Soria	49. Cuatrecasas	73. Kutxa
2. Acciona	26. CC Barnasur	50. Danone	74. Leroy Merlin
3. Aguas del Telde	27. CC Bonaire	51. Dohe Colecciones escolares	75. Liberty Seguros
4. Alcampo	28. CC Centro	52. Ecoembes	76. Lidl
5. ALDI Supermercados	29. CC Diagonal Mar	53. Ecovidrio	77. Línea Directa
6. Allianz Vending	30. CC Garbea	54. Embamat (*)	78. Mapfre
7. Allianz Seguros	31. CC La Maquinista	55. Fundación Eroski	79. Mutua de propietarios
8. ALGSA	32. CC Larios Centro	56. Fuerte Grupo	80. Mercalicante
9. Altonadock	33. CC Les Glories	57. Ferrovial	81. Microbank
10. Animua	34. CC Los Arcos	58. Fundación Montemadrid	82. Miele
11. APE Cerámica	35. CC Ocio Area Sur	59. Fundación Reale	83. National Netherlander
12. Ambilamp	36. CC Parque Sur	60. Grupo Sigla	84. Panini
13. Bankia	37. CC Splau	61. H&M	85. Paradores Nacionales
14. Bankinter	38. CC Valsur	62. HEINEKEN	86. Pascual
15. BBVA	39. CC Coruña	63. Hotel Aire Sevilla	87. PeguinRadonHouse
16. Besocks	40. CC Vialia	64. Hotel Dehesa Poseidon	88. Pinanson, S.L (**)
17. Caja Rural de Aragón, Bantierra	41. Coca Cola España (*)	65. Hotel Occidentales	89. Roche Pharma
18. CaixaBank	42. Clifford Chance	66. Hotel Neri	90. Seguros Reale (**)
19. Cajamar	43. CO2 Decide Engineering	67. Hotel San Cugat	91. Solunio Seguros
20. Callao City Lights	44. Confederación Española Directivos y Ejecutivos	68. Hotel Tenerife	92. Schweppes
21. Canaragua	45. Correos	69. Ibercaja	93. Teide Aguas
22. Capsa Asturiana	46. Cotton South (**)	70. ING Direct	94. Telefonica
23. Carrefour	47. CP Bahia Sur	71. JCDecaux	95. Tetrapak
24. Clearchannel	48. CP Equinocio	72. KPMG	

(*): **WWF Corporate or 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.

For further information on corporate engagement at WWF-Spain, please contact: Mayte Villeta / Corporate Relations & Marketing / mvilleta@wwf.es



**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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