

A close-up photograph of two hands planting a small, spiky-leaved sapling into the ground. The hands are positioned on either side of the plant, with fingers gently holding the stem and soil. The background is blurred, showing more of the natural environment.

CORPORATE PARTNERSHIPS REPORT

FY 2021 WWF-SPAIN MAYO, 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

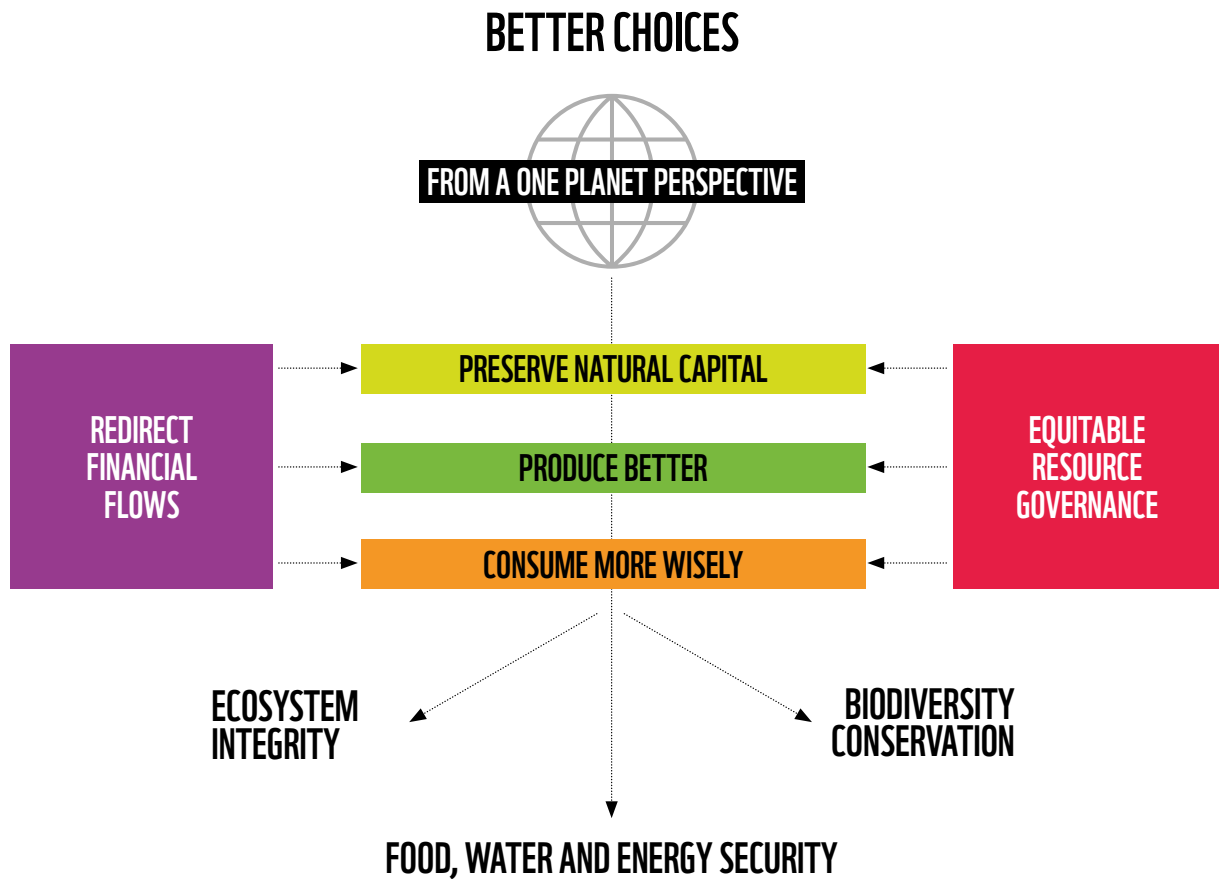
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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.

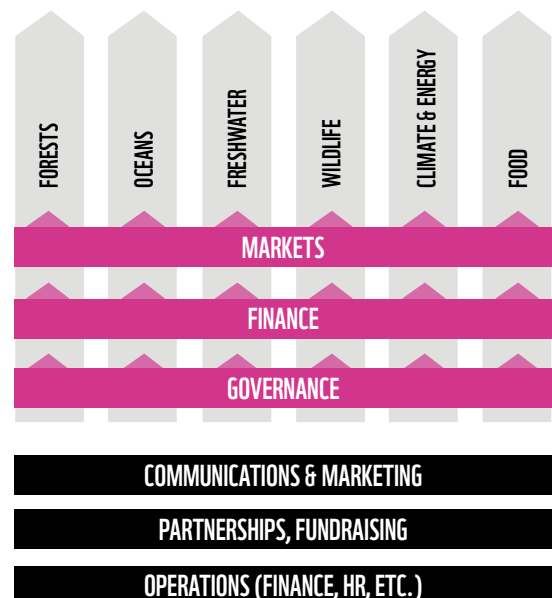
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

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](#), [Build Back Better](#), [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.

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

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 FY21

AMBILAMP

Industry	Consumer Electronics
Type of Partnership	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.

MAHOU SAN MIGUEL

Industry	Industry Beverage
Type of Partnership	Sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Forests
Budget Range (in EUR)	25,000-100,000

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 the 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 involve 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	Beverages
Type of Partnership	Sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Freshwater Forests Biodiversity
Budget Range (in EUR)	100,000-250,000

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 "GREEN LINE" PRODUCTS

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

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	Retail
Type of Partnership	Sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Freshwater Commodities (sustainable seafood)
Budget Range (in EUR)	25,000-100,000

Eroski boosts sales and awareness in Spain.

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.

REALE FOUNDATION

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

The **Reale Foundation** collaborates with WWF Spain in different matters as a member of Club Business for Nature, an initiative aimed at encouraging the participation of companies in the defence of the environment and to show their commitment to society and future generations.

The Club offers to support the activities and projects of WWF. Also, **Reale Foundation** supports specific projects, campaign for recycling and the responsible use of paper and the information campaign to promote energy savings in office and in home.

ECOVIDRIO

Industry	Recycling Glass
Type of Partnership	Communications and awareness raising
Conservation Focus of Partnership	Forests Climate Change
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....

MONTEMADRID FOUNDATION: STRONGER RIPARIAN FORESTS

Industry	Bank Foundation
Type of Partnership	Philanthropy - Forest sponsorship
Conservation Focus of Partnership	Forests Climate Change
Budget Range (in EUR)	25,000-100,000

In this project, which is supported by the Montemadrid Foundation and CaixaBank's Environment and Sustainable Development Programme, we are working on the Castillejos estate (Guadalajara), in the Henares basin, and in Soto de las Juntas and San Martín de la Vega (Madrid), on the banks of the Jarama.

We are recovering the banks of the Henares and Jarama rivers by restoring them with native species, such as ash, poplar, elm and willow trees, and by installing nesting boxes to encourage the presence of birds.

SANITAS “HEALTHY CITIES”

Industry	Insurance
Type of Partnership	Philanthropy - Forest sponsorship
Conservation Focus of Partnership	Forests Climate Change
Budget Range (in EUR)	25,000-100,000

More than a hundred Sanitas employees and their families participated with us in the restoration of two areas affected by fires in Barcelona and Valencia. 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, cercinos 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 1.5 hectares through forestry treatments and planting that we carried out in close collaboration with the Diputació de Barcelona.

The other 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 landowners in the municipality affected by the fire.

BOTANICA

Industry	Hygiene, Health and Nutrition
Type of Partnership	Philanthropy - Forest and Biodiversity sponsorship
Conservation Focus of Partnership	Forests Climate Change
Budget Range (in EUR)	100,000-250,000

Airwick and WWF partnership

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.

SANTANDER FOR THE SEAS INITIATIVE

Industry	Bank Foundation
Type of Partnership	Philanthropy - Oceans sponsorship
Conservation Focus of Partnership	Biodiversity Species
Budget Range (in EUR)	25,000-100,000

A commitment to the sea

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.

THE WILD ORANGES PROJECT

Industry	Food ecommerce
Type of Partnership	Philanthropy - Food sponsorship
Conservation Focus of Partnership	Biodiversity Species
Budget Range (in EUR)	25,000-100,000

naranjasalvaje.com - An alliance with sustainable agriculture

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 Iberhanse-NaturGreen.

This 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.

TOUS "SAVE COLLECTION"

Industry	Jewellery
Type of Partnership	Licensing
Conservation Focus of Partnership	Biodiversity Species
Budget Range (in EUR)	25,000-100,000

The new jewellery collection for TOUS designed by Eugenia Martínez de Irujo for the spring-summer 2021 season is dedicated to nature and 5% of its sales go to the work of the organisation for the protection of the environment.

The collection, Save, is made with sustainable materials and represents seven animals (the bear, giraffe, toucan, lion, elephant, rhinoceros and monkey) and two African symbols, the hut and the acacia, the tree of the savannah.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR25,000 OR LESS IN FY21

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 FY21.

- | | |
|-------------------------------------|--|
| 1. Abertis | 29. CC Garbea |
| 2. Acciona | 30. CC La Maquinista |
| 3. Activa Mutua | 31. CC Larios Centro |
| 4. Aguas del Telde | 32. CC Les Glories |
| 5. Alcampo | 33. CC Los Arcos |
| 6. Alemany | 34. CC Ocio Area Sur |
| 7. Allianz Vending | 35. CC Parque Sur |
| 8. Allianz Seguros | 36. CC Splau |
| 9. ALGSA | 37. CC Valsur |
| 10. Ambilamp | 38. CC Coruña |
| 11. Bankia | 39. CC Vialia |
| 12. Bankinter | 40. Coca Cola España (**) |
| 13. Basi S.A | 41. Clifford Chance |
| 14. BBVA | 42. CO2 Decide Engineering |
| 15. Besocks | 43. Confederación Española Directivos y Ejecutivos |
| 16. Caja Rural de Aragón, Bantierra | 44. Correos |
| 17. CaixaBank | 45. Cotton South (**) |
| 18. Cajamar | 46. CP Bahia Sur |
| 19. Callao City Lights | 47. CP Equinocio |
| 20. Canaragua | 48. Danone |
| 21. Capsa Asturiana | 49. Dohe Colecciones escolares |
| 22. Carrefour | 50. Ecoalf |
| 23. Clearchannel | 51. Ecoembes |
| 24. CC Vialia Malaga | 52. Ecovidrio |
| 25. CC Barnasur | 53. Embamat (**) |
| 26. CC Bonaire | 54. El Corte Inglés |
| 27. CC Centro | 55. Escoem |
| 28. CC Diagonal Mar | 56. ExteriorPlus |

57. ExteriorMedia	85. ING Direct
58. Fundación La Caixa	86. JCDecaux
59. Fundación Eroski	87. KPMG
60. Fuerte Grupo	88. Kutxa
61. Fundación Ecolec	89. Leroy Merlin
62. Fundación ESADE	90. Liberty Seguros
63. Ferrovial	91. Lidl
64. Fundación Montemadrid	92. Linea Directa
65. Fundación Reale	93. Mapfre
66. Gesternova	94. Mutua de propietarios
67. Gran Palacio Melia	95. Mercalicante
68. Gran Pantalla	96. Microbank
69. Grupo ADF (**)	97. Miele
70. Grupo Bynsa (**)	98. National Netherlander
71. Grupo Sigla	99. Panini
72. H&M	100. Paradores Nacionales
73. HEINEKEN	101. Pascual
74. Hero	102. Pinanson, S.L (**)
75. Hotel Aire Sevilla	103. Roche Pharma
76. Hotel Dehesa Poseidon	104. Seguros Reale (**)
77. Hotel Occidentales	105. Solunio Seguros
78. Hotel Neri	106. Schweppes
79. Hotel San Cugat	107. Teide Aguas
80. Hotel Tenerife	108. Telefonica
81. Hoteles Devesa	109. Tena Lady
82. Hotelbeds	110. Tetrapak
83. Ibercaja	111. Twothirds
84. IE Business School	

(**): 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.

An aerial photograph of a mangrove forest. A winding river or canal cuts through the dense green vegetation. The water is a murky, brownish-green color. The trees are small and densely packed, creating a textured green landscape. The overall scene is a natural, undisturbed environment.

**OUR MISSION IS TO STOP
DEGRADATION OF THE
PLANET'S NATURAL
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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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