

A woman with long dark hair, wearing a green t-shirt and white gardening gloves, is smiling as she plants a small tree in a field of yellow flowers. The background is a clear blue sky.

# **CORPORATE PARTNERSHIPS REPORT**

**FY 2021 WWF-SPAIN JUNE, 2021**

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

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[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

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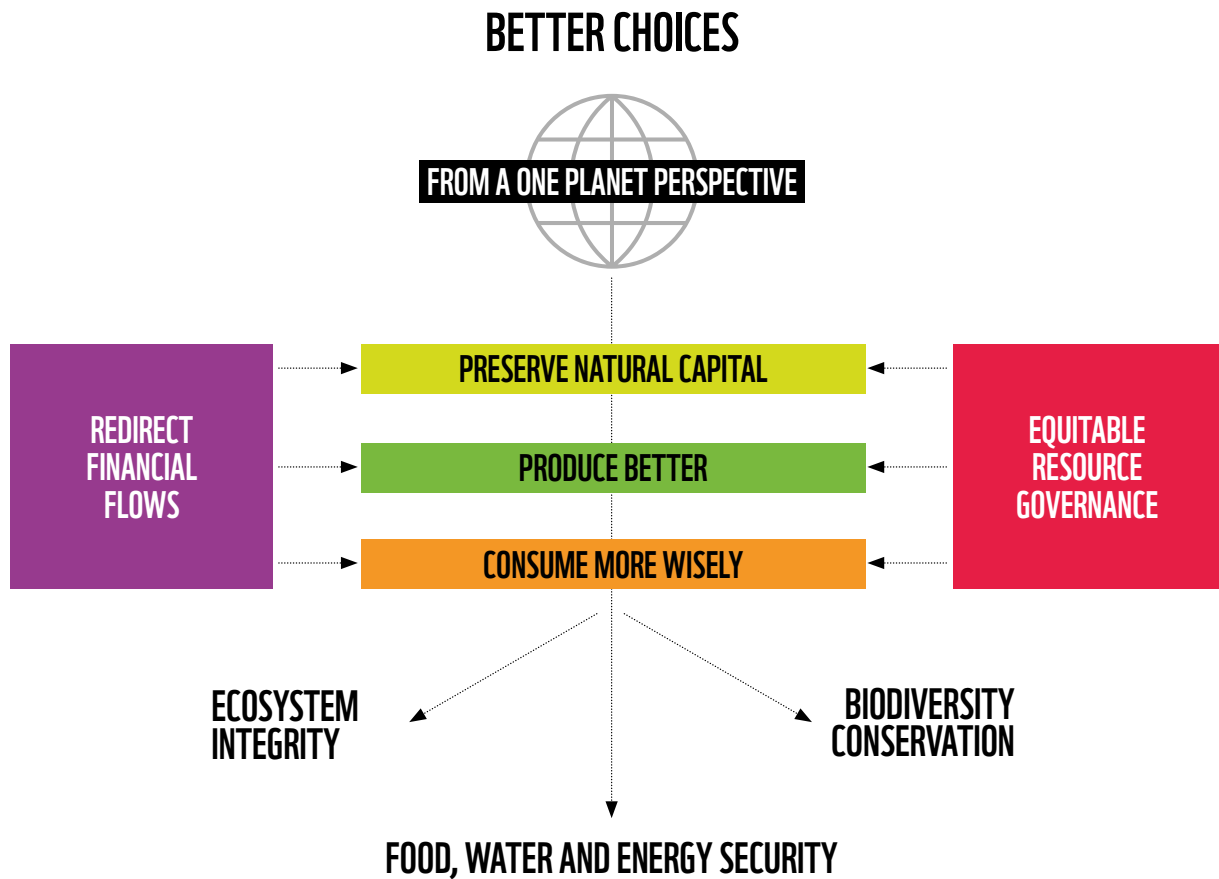
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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.

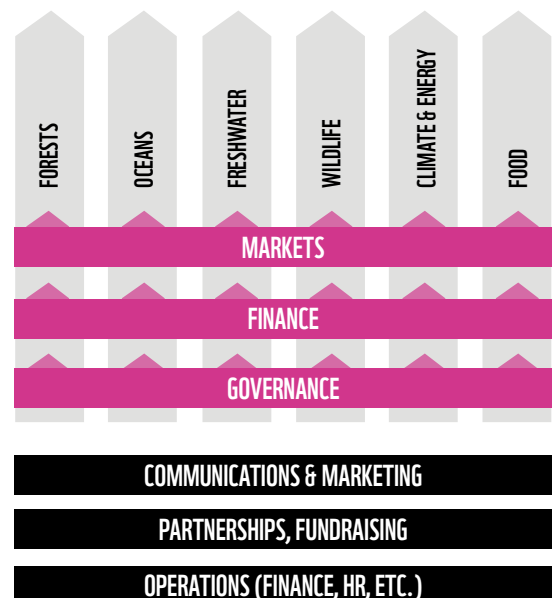
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

## 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

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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-**XX** has with individual companies. Funds obtained through corporate partnerships are typically used by WWF to:

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

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

In FY21, income from corporate partnerships represented **XX%** of this WWF office's total income.

# 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	Beverage
Type of Partnership	Sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Forest
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	<b>Beverages</b>
Type of Partnership	<b>Sustainable business practices Communications and awareness raising</b>
Conservation Focus of Partnership	<b>Freshwater Forest Wildlife</b>
Budget Range (in EUR)	<b>100,000-250,000</b>

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	<b>Packaging</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus of Partnership	<b>Forest</b>
Budget Range (in EUR)	<b>25,000-100,000</b>

**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 10 important ecological areas with native trees.

## EROSKI

Industry	<b>Retail</b>
Type of Partnership	<b>Sustainable business practices Communications and awareness raising</b>
Conservation Focus of Partnership	<b>Forest Ocean</b>
Budget Range (in EUR)	<b>25,000-100,000</b>

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	<b>Insurance</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus of Partnership	<b>Climate &amp; Energy Forest</b>
Budget Range (in EUR)	<b>25,000-100,000</b>

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.

## SCA

Industry	<b>Forestry, paper, Pulp &amp; Wood products</b>
Type of Partnership	<b>Sustainable business practices Communications and awareness raising</b>
Conservation Focus of Partnership	<b>Forest</b>
Budget Range (in EUR)	<b>25,000-100,000</b>

**SCA Spain** (Puigpelat-Tarragona) belongs to the Swedish group SCA, the world leader in paper goods and consumer goods. The company develops, manufactures and markets personal hygiene products, tissues, napkins and toilet paper, packaging, printing paper and solid wood products.

**SCA** is the supplier of cellulose products of Mercadona (one of the most important supermarket company in Spain), manufactured under the Green Forest brand. These products are made exclusively with pulp from sustainable forests certified by FSC and are supported with Panda Logo in the packaging.

Also **SCA** participates in WWF's Global Forest & Trade Network (1).

## H&M, SUSTAINABLE COLLECTION

Industry	<b>Apparel &amp; Textil</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus of Partnership	<b>Climate &amp; Energy Forests Wildlife</b>
Budget Range (in EUR)	<b>25,000-100,000</b>

**H&M** and WWF have joined forces with a children's collection that aims to inspire people all over the world to care for our planet. All the garments are organic cotton-based and recognizable by their realistic prints of iconic species at risk. 10% of the sales price of the collection will support WWF's work in conserving species at risk.

The kids' collection features animal prints of species such as the tiger, panda, snow leopard, polar bear and the finless porpoise, that are facing many threats including habitat loss, water pollution and the impact of climate change. The collection mainly consists of comfortable and easy to wear organic cotton-based items such as long sleeve sweaters, T-shirts, dresses, tights, trousers and pyjamas for babies and kids between 0 and 14 years old.

The garments have been designed in a neutral colour palette of beige, grey and off-white with some accents of blue, emphasizing the realistic portrayal of the species. Some of the items also include inspiring messages like "Roar for wildlife", "Protect my habitat" or "Let's go wild".

The aim of the collection is to inspire **H&M's** customers to care for the planet. The campaign links to our transformational partnership with WWF, which started in 2011 and has now been extended an additional five years. The larger transformational partnership focuses on water stewardship and climate action, as well as strategic dialogue related to both H&M's and the fashion industry's broader sustainability challenges.

## OBS

Industry	Media, Comms and Publishing
Type of Partnership	Philanthropic - Forest sponsorship
Conservation Focus of Partnership	Climate & Energy Forest
Budget Range (in EUR)	25,000-100,000

**Olympic Broadcasting Services (OBS)** produces the live television, radio and digital coverage of the Olympic and Paralympic Games.

**OBS** has been supporting initiatives to help the environment for many years, especially reforestation in Spain. They support a riverside wood restoration project in the Natural Park of “Sureste”, near Madrid. They have also collaborated to WWF Spain in Earth Hour Campaign.

## ECOVIDRIO

Industry	Recycling Glass
Type of Partnership	Communications and awareness raising
Conservation Focus of Partnership	Climate & Energy 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....

## BANKIA

Industry	Bank
Type of Partnership	Philanthropic - Forest sponsorship
Conservation Focus of Partnership	Climate & Energy Forests
Budget Range (in EUR)	25,000-100,000

**Bankia** is one of most important bank in Spain. **Bankia** supports a WWF Spain in the reforestation project in Las Tablas de Daimiel (Ciudad Real). The bank has been collaborating with WWF for three years to enhance the biodiversity of one of Ciudad Real's most emblematic national parks through the “Bosques de agua project. Restoring the forests of Las Tablas de Daimiel”, in which the Autonomous National Parks Organisation is also involved. The aim is to recover 60 hectares of meadows with significant biodiversity in the park's surroundings, to ensure its conservation.

# 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	30. CC El Reston	58. El Corte Inglés
2. Acciona	31. CC Garbea	59. Escoem
3. Activa Mutua	32. CC La Maquinista	60. ExteriorPlus
4. Aguas del Telde	33. CC Larios Centro	61. ExteriorMedia
5. Alcampo	34. CC Les Glories	62. Fundación La Caixa
6. Alemany	35. CC Los Arcos	63. Fundación Eroski
7. Allianz Vending	36. CC Ocio Area Sur	64. Fuerte Grupo
8. Allianz Seguros	37. CC Parque Sur	65. Fundación Ecolec
9. Aloft Madrid Gran Vía	38. CC Splau	66. Fundación ESADE
10. ALGSA	39. CC Valsur	67. Ferrovial
11. Ambilamp	40. CC Coruña	68. Fundación Montemadrid
12. Asociación hotelera de Madrid	41. CC Vialia	69. Fundación Reale
13. Bankia	42. Coca Cola España (**)	70. Gesternova
14. Bankinter	43. Clifford Chance	71. Gran Palacio Melia
15. Basi S.A	44. CO2 Decide Engineering	72. Gran Pantalla
16. BBVA	45. CC Cactus	73. Grupo ADF (**)
17. Caja Rural de Aragón, Bantierra	46. Confederación Española Directivos y Ejecutivos	74. Grupo Bynsa (**)
18. CaixaBank	47. Correos	75. Grupo Sigla
19. Cajamar	48. Cotton South (**)	76. H&M
20. Callao City Lights	49. CP Bahia Sur	77. HEINEKEN
21. Canaragua	50. CP Equinocio	78. Hero
22. Capsa Asturiana	51. Cubika Plan	79. Hijos de Rivera
23. Carrefour	52. Danone	80. Hotel Aire Sevilla
24. Clearchannel	53. Dohe Colecciones escolares	81. Hotel Dehesa Poseidon
25. CC Vialia Malaga	54. Ecoalf	82. Hotel Maria Cristina
26. CC Barnasur	55. Ecoembes	83. Hotel Occidentales
27. CC Bonaire	56. Ecovidrio	84. Llogatalia SL
28. CC Centro	57. Embamat (**)	85. Hotel Neri
29. CC Diagonal Mar		86. Hotel San Cugat

<b>87. Hotel Tenerife</b>	<b>99. Leroy Merlin</b>	<b>111. Paradores Nacionales</b>
<b>88. Hoteles Devesa</b>	<b>100. Liberty Seguros</b>	<b>112. Pascual</b>
<b>89. Hotelbeds</b>	<b>101. Lidl</b>	<b>113. Pinanson, S.L (**)</b>
<b>90. Ibercaja</b>	<b>102. Linea Directa</b>	<b>114. Roche Pharma</b>
<b>91. IE Business School</b>	<b>103. Mapfre</b>	<b>115. Seguros Reale (**)</b>
<b>92. ING Direct</b>	<b>104. Mutua de propietarios</b>	<b>116. Solunio Seguros</b>
<b>93. International Lexelart (**)</b>	<b>105. Mercalicante</b>	<b>117. Schweppes</b>
<b>94. Inversiones hoteleras La Jaquita</b>	<b>106. Microbank</b>	<b>118. Teide Aguas</b>
<b>95. JCDecaux</b>	<b>107. Miele</b>	<b>119. Telefonica</b>
<b>96. KPMG</b>	<b>108. National Netherlander</b>	<b>120. Tetrapak</b>
<b>97. Kutxa</b>	<b>109. NH Hoteles</b>	<b>121. Twothirds</b>
<b>98. La Speciada</b>	<b>110. Panini</b>	<b>122. Vodafone</b>

(\*\*): 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  
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HUMANS LIVE IN HARMONY  
WITH NATURE.**

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