



CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-SPAIN CORPORATE PARTNERSHIPS
FISCAL YEAR 2019

For further information on specific partnerships, please contact
WWF-Spain

Clorinda Maldonado
Corporate Relations & Marketing Director - marketing@wwf.es

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.

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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 – on wildlife, forests, oceans, water, 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 drives is strongly inclusive of 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 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 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. 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 private 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. The private sector is also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

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

More specifically, our work with the private 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](#) and the [Consumer Goods Forum](#)) to make ambitious commitments and to engage in public policy discussions, 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.

This report presents an overview of the partnerships that WWF-Spain 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;
2. Communications and awareness raising; and
3. Philanthropic partnerships.

Driving sustainable business practices

Our bilateral 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 places and species for which WWF stands. 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.

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. 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.

WWF-Spain 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.

INFORMATION ON WWF-SPAIN CORPORATE PARTNERSHIPS

The following list of companies is an overview of all the corporate partnerships that WWF-Spain has with an annual budget of greater than EUR25,000. Details of each partnership can be found below:

Ambilamp	Eroski	OBS
Mahou San Miguel	Reale Foundation	Ecovidrio
Coca Cola Foundation	SCA	Bankia
Correos	H&M	

AMBILAMP

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.

CORPORATE CARD

Industry

Consumer Electronics

Type of partnership

Sustainable business practices

Communication and awareness raising

Conservation focus of partnership

Climate & Energy

FY2019 budget range (EUR)

25,000-100,000

MAHOU SAN MIGUEL

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.

CORPORATE CARD

Industry

Beverage

Type of partnership

Sustainable business practices

Communication and awareness raising

Conservation focus of partnership

Forests

FY2019 budget range (EUR)

25,000-100,000

COCA COLA FOUNDATION

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.

CORPORATE ID CARD

Industry

Beverages

Type of partnership

Sustainable business practices

Communication and awareness raising

Conservation focus of partnership

Freshwater

Forests

Biodiversity

FY2019 budget range (EUR)

100,000- 250,000

CORREOS “GREEN LINE” PRODUCTS

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.

CORPORATE ID CARD

Industry	Packaging
Type of partnership	Communication and awareness raising
Conservation focus of partnership	Forests
FY2019 budget range (EUR)	25,000-100,000

REALE FOUNDATION

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.

CORPORATE ID CARD

Industry	Insurance
Type of partnership	Communication and awareness raising
Conservation focus of partnership	Forests Climate & Energy
FY2019 budget range (EUR)	25,000-100,000

EROSKI 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.

CORPORATE ID CARD

Industry
Retail

Type of partnership
**Sustainable business practices
Communication and awareness raising**

Conservation focus of partnership
**Forests
Commodities (sustainable seafood)**

FY2019 budget range (EUR)
25,000-100,000

SCA **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.

CORPORATE ID CARD

Industry
Forestry, paper, Pulp & Wood products

Type of partnership
**Sustainable business practices
Communication and awareness raising**

Conservation focus of partnership
Forests

FY2019 budget range (EUR)
25,000-100,000

H&M, SUSTAINABLE COLLECTION

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 **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.

CORPORATE ID CARD

Industry
Apparel & Textil

Type of partnership
Communication and awareness raising

Conservation focus of partnership
Forests
Climate & Energy

FY2019 budget range (EUR)
25,000-100,000

CORPORATE ID CARD

Industry
Media, Comms and Publishing

Type of partnership
Philanthropy
Forest sponsorship

Conservation focus of partnership
Forests
Climate & Energy

FY2019 budget range (EUR)
25,000-100,000

ECOVIDRIO

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...

CORPORATE ID CARD

Industry

Recycling Glass

Type of partnership

Communication and awareness raising

Conservation focus of partnership

Forests

Climate & Energy

FY2019 budget range (EUR)

25,000-100,000

BANKIA

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.

CORPORATE ID CARD

Industry

Bank

Type of partnership

Philanthropy

Forest sponsorship

Conservation focus of partnership

Forests

Climate & Energy

FY2019 budget range (EUR)

25,000-100,000

The following list represents all corporate partnerships that WWF-Spain has with an annual budget up to EUR25,000.

Abertis	CC Bonaire	Ecoembes
Acciona	CC Centro	Ecovidrio
Acciones urbanas y medio ambiente	CC Diagonal Mar	Eenda works
Activa Mutua	CC El Reston	Embamat (**)
Agrasys	CC Garbea	El Corte Inglés
Aguas Lanjaron	CC La Maquinista	Escoem
Aguas del Telde	CC Larios Centro	Fundación La Caixa
Alcampo	CC Les Glories	Fundación Eroski
Algakon (**)	CC Los Arcos	Fénix Directo
Allianz Vending	CC Ocio Area Sur	Frinsa
Allianz Seguros	CC Parque Sur	Fuerte Grupo
Anima Hotels	CC Splau	Fundación Ecolec
Ambientalys (**)	CC Valsur	Fundación ESADE
Ambilamp	CC Coruña	Ferrovial
Arquible	CC Vialia	Fundación Montemadrid
Asociación Española de Directivos	Coca Cola España (**)	Fundación Reale
Asociación Bebidas Refrescantes, ANFABRA	Convimed Solar	Gesternova
Balearia	Clifford Chance	Generally
Banco Santander	CO2 Decide Engineering	Gioseppo
Bankia	Cellnex Telecom	GLR Services (**)
Bankinter	CC Cautus	GMP
Basi S.A	Confederación Española Directivos y Ejecutivos	Gonzalez Byass
BBVA	Correos	Gran Palacio Melia
Bodyshop	Cotton South (**)	Grupo ADF (**)
CaixaBank	CP Bahia Sur	Grupo Bynsa (**)
Cajamar	CP Equinocio	Grupo Sigla
Canaragua	Cubika Plan	Grupo Albion
Canon	Danone	Grupo Iberostar
Capsa Asturiana	DHL	H&M
CC Vialia Malaga	Domo Electra Instalaciones	HEINEKEN
CC Barnasur	Divina Pastora Seguros (**)	Hero
	Ecoalf	Hispasat
		Hotel Aire Sevilla

Hotel Dehesa Poseidon	Kutxa	Pascual
Hotel Maria Cristina	Kumho Tyre	Pinanson, S.L (**)
Hotel Occidentales	La Boute de la Mer	Price Water House
Llogatalia SL	La Speciada	Rainsoff
Hotel Neri	Leroy Merlin	Reig Capital
Hotel San Cugat	Lodisna	Resa Expo Logistic (**)
Hotel Tenerife	Liberty Seguros	Residuos Electronicos
Hoteles Devesa	Lidl	Roche Pharma
Hotelbeds	Linea Directa	Roquette
Ibercaja	Lyreco Iberia	Sarquavitae
IE Business School	MGS Seguros	Selbytel
ING Direct	Mapfre	Seguros Reale (**)
Indra	Merlyn Properties	Seur
International Lexelart (**)	Mutua de propietarios	Schweppes
Inversiones hoteleras La Jaquita	Mercalicante	Teide Aguas
International Hospitality Projects	Microbank	Telefonica
Kiory	National Netherlander	Tetrapak
K-Lagan Technology	NH Hoteles	The Body Shop
KPMG	Panini	Vicci Hoteles
	Paradores Nacionales	Vodafone

(**): 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.

THE WWF NETWORK*

WWF Offices*

Armenia	Honduras	Slovakia
Australia	Hong Kong	Solomon Islands
Austria	Hungary	South Africa
Azerbaijan	India	Spain
Belgium	Indonesia	Suriname
Belize	Italy	Sweden
Bhutan	Japan	Switzerland
Bolivia	Kenya	Tanzania
Brazil	Korea	Thailand
Bulgaria	Laos	Tunisia
Cambodia	Madagascar	Turkey
Cameroon	Malaysia	Uganda
Canada	Mexico	Ukraine
Central African Republic	Mongolia	United Arab Emirates
Chile	Morocco	United Kingdom
China	Mozambique	United States of America
Colombia	Myanmar	Vietnam
Croatia	Namibia	Zambia
Cuba	Nepal	Zimbabwe
Democratic Republic of Congo	Netherlands	
Denmark	New Zealand	WWF Associates*
Ecuador	Norway	Fundación Vida Silvestre (Argentina)
Fiji	Pakistan	Pasaules Dabas Fonds (Latvia)
Finland	Panama	Nigerian Conservation Foundation (Nigeria)
France	Papua New Guinea	
French Guyana	Paraguay	
Gabon	Peru	
Georgia	Philippines	*As at October 2018
Germany	Poland	
Greece	Romania	
Guatemala	Russia	
Guyana	Singapore	

WWF in numbers

+100

WWF is in over 100 countries, on 6 continents

1961

WWF was founded in 1961



+5M

WWF has over 5 million supporters

+25M

WWF has over 25 million followers on Facebook, Twitter and Google+



Why we are here

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

panda.org