



# CORPORATE PARTNERSHIPS REPORT

FY 2020 WWF-DENMARK

March, 2021

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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

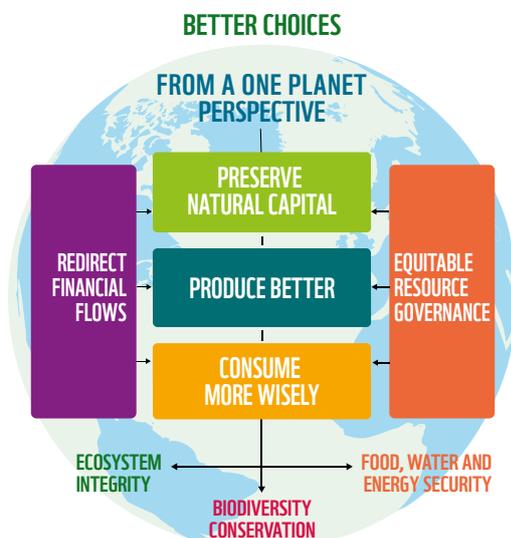
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – 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 affect the change needed. That is why our work on the goals and drivers includes our partnerships with institutions and corporations, both local and global. The changes we want to see in the world can only come about through the efforts of many actors: local communities and national and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers.

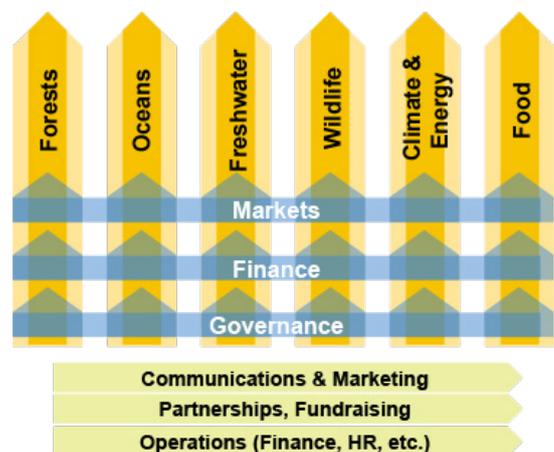
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

## OUR 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 [2020 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, overfishing, water scarcity and climate change. The corporate sector drives much of the global economy, so we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably. Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

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

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

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

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms such as the [UN Global Compact, Science Based Targets](#), the [Consumer Goods Forum](#)) to make ambitious commitments (and to engage in public policy discussions at global and local level, and supporting credible certification schemes (e.g. [Forest Stewardship Council](#) (FSC), [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 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:

### **Driving sustainable business practices**

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

### **Communications and awareness raising**

The second way that WWF partners with the private sector is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of WWF's priority places and species. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as 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.

### **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-Denmark 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 FY20, income from corporate partnerships represented 33,6% of this WWF office's total income.

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# INFORMATION ON WWF-DENMARK CORPORATE PARTNERSHIPS

The following list of companies is an overview of all the corporate partnerships that WWF-Denmark has with an annual budget of greater than EUR 25,000. Details of each partnership can be found below:

H&M

Carlsberg Group A/S

Ørsted

LEGO

## H&M

Industry

**Textile Production & Retail**

Type of partnership

**Driving sustainable business practices  
Communications and awareness raising**

Conservation focus of partnership

**Oceans**

FY 2020 budget range (EUR)

**100,000-250,000**

## Restoring ocean wildlife

WWF Denmark has a local transformational and philanthropic partnership with H&M Denmark. On one hand the objective is to reduce the number of plastic bags and other wrapping used by the consumers by putting a 0,5 Euro price on each bag. This has reduced the amount of bags sold with approximately 60 per cent since the partnership was initiated in 2018. The surplus from the remaining 40 per cent bags is donated to WWF Denmark.

The conservation project sponsored by the donation is raising and releasing thornback rays in Kattegat as a symbolic action to raise awareness about the overfishing of thornback rays and sharks in Danish waters.

## CARLSBERG GROUP A/S

Industry

**Beverages**

Type of partnership

**Driving sustainable business practices  
Communications and awareness raising**

Conservation focus of partnership

**Freshwater & Plastic**

FY 2020 budget range (EUR)

**100,000-250,000**

For more information, click [HERE](#)

## Fresh water stewardship and reducing plastic waste

The strategic partnership between WWF and Carlsberg will contribute to reducing the impact of Carlsberg's activities related to carbon emissions and water usage while protecting vulnerable nature and biodiversity.

In order to achieve this, we work together on achieving Carlsberg's ambitions and targets related to their sustainability programme Together Towards ZERO. Together we conduct activities related to water conservation, reducing plastic waste, educating consumers on circular resource use, promoting water stewardship initiatives, and conducting water risk assessments to inform action.

We will implement projects and initiatives which will be designed in such a way that they protect and improve the world's vulnerable biodiversity.

Concrete examples of deliverables can be found in Denmark where we are conducting public outreach through communication and engagement related to packaging, waste and carbon emissions. On our work related to water stewardship, we are developing a water stewardship strategy and plan to protect shared water resources in selected high risk areas. We do this by conserving and restoring wetlands to replenish water resources, while providing benefits for nature and biodiversity.

## ØRSTED

Industry  
**Energy**

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

Conservation focus of partnership  
**Climate & Energy  
Oceans**

FY 2020 budget range (EUR)  
**100,000-250,000**

For more information, click [HERE](#)

## Fighting the impact of climate change

WWF is advising Ørsted on its sustainability strategy so that Ørsted can remain a leading energy company in the field of green energy.

Ørsted has involved children and young people with their Climate Safari in order to understand the causes of climate change and engage them in future green solutions.

In 2021, Ørsted and WWF are working together on a national conservation project, focusing on biodiversity. In this project the parties will give the cod and other species a helping hand with the help of artificial habitats and mediate knowledge to the general public about the sea and how biodiversity is affected when the balance of the ecosystem changes.

## LEGO

Industry  
**Toy manufacturer**

Type of partnership  
**Philanthropic partnership**

Conservation focus of partnership  
**N/A**

FY 2020 budget range (EUR)  
**25,000-100,000**

For more information, click [HERE](#)

## Rethinking company climate solutions through WWF's Climate Savers Programme

The LEGO Group has been part of WWF's Climate Savers programme since 2013.

WWF Climate Savers is a programme meant to aid businesses in becoming leaders of the low-carbon economy, inspiring companies to change how they think about climate solutions and develop business models that promote sustainability.

The following list represents all corporate partnerships that this WWF office has with an annual budget of EUR 25,000 or less in FY20.



Letz Sushi	L'Esprit du Vin	Merkur Andelskasse
Rosendahl	Faerch A/S	
Natur-Energi	BITZER Electronics	

The following list represents all members of the WWF Denmark Corporate Club FY20

4d A/S	Biosthetique A/S	Dansk	Friheden Invest A/S
A. Johnsen Industri A/S	Bjerre og Lindskog ApS	Den Jyske Kontrolcentral A/S	Fynbo Foods A/S
A.K. Administration ApS	Bjerringbro Kontorforsyning ApS	Desitek A/S	Geniads
A/S Rødovrecentrum	Bluewhale	Domutech A/S	GodEnergi
acupunctureshop.com ApS	Borella Projects	E3 Spedition-Transport AS	Gulvkanonen ApS
Adaptive Media Sia	Brdr. Hansen Entreprise ApS	East Consult A/S	H. P. Therkelsen A/S
Add-On Products	Breinholt & Co ApS	El	Helge Lønhart A/S
Adventuredk ApS	Burger Shack Danmark	Elkem Nordic A/S	Hera El- & Instrumentservice A/S
Aksel Benzin A/S	Casinoonline.dk	Eroti	High On life v/Mads Bo Pedersen
Aluflam A/S	Chaos Consulting Group	Esromgaard	Holbøll A/S
Amazing Space ApS	Cheminor A/S	Essential Foods	Hönshuset Creative Studio
Andersen Byggefirma ApS	Cilaj Energi A/S	Feriecenter Slettestrand A/S	I/S Norfors
Antirust Bondovej	Coffee Break ApS	Finance Media ApS	ILS Danmark
AquaPri A/S	Dahl Ejendomsservice	Finance Media ApS	Ingenious Technology
AV-HUSET A/S	Danfæ ApS	Fischer Gardiner A/S	Ingeniørconsult ApS
Bedre Nætter	Daniel Andersen websites ApS	Fjellerad Transport ApS	Jan Slott ApS
Bendix Transport Danmark A/S	Dankemi A/S	Fokus Mæglerne ApS	Jensendiesel ApS
Biofiber-Damino A/S		Frederikssund Dyreklinik	

JNJSoft	Martin Munkebo A/S	Restaurant Nordatlanten	Søndergaard Nedrivning ApS
Johs. Provstgaard A/S	Maskinfabrikken Lykkegaard A/S	RevisionsCentralen	Taste It ApS
JORD-MILJØ A/S	Melitek	Rexholm A/S	TITAN Containers A/S
JustMore	Micro Technic A/S	Ritzenhofen Web ApS	Total Ejendoms Service A/S
KaffeIMPERIET Øst A/S	Munters A/S	Roc	Toyota Danmark A/S
Kallesoe Machinery A/S	MV Polering	S.P. Jensen A/S	Traffic Lab ApS
Katoni ApS	My Data ApS	Sadolin Glostrup	Unika Danmark A/S
Kgs. Lyngby Tømrer & Snedkerfirma A/S	Norström ApS	Samlino.dk	View Point ApS
Kingfish	Næstved Dyreklinik	Scandinavian Seafood Ltd. ApS	Vinduesgrossisten ApS
Kompas	Ocean Seafood A/S	Scantago ApS	Vision
Krua	OnlinePlus	Schiøtt Installation A/S	VisitNATURE
KW Hunde- & katteartikler A/S	Only Events I/S	Sigurd Müller Vinhandel A/S	VPD bearbejdning ApS
LAMB Soft- & Hardware	OREV ApS	SIKOM Danmark A/S	Vrå Dampvaskeri A/S
Lead Supply A/S	Oyoy Living design A/S	Skiltmax.dk	Werner Larsson Fiskeeksport A/S
LINAK A/S	PandaConnect A/S	Smyks.dk	Yding Gruppen A/S
ljpmedical	Persano Group A/S	Spanske Translatører	Yogaustyr.dk
LR Realkredit A/S	Planets Pride A/S	Spektrum I/S	Yogavivo ApS
Lund Gruppen A/S	Plant2plast A/S	Spilnu.dk A/S	Ziegler Service ApS
Luxplus ApS	Plantasia v/Jørn Alstrup	SSV-udvikling ApS ST Plast A/S	Østerbro Tømmerhandel
Lydkraft ApS	Pro-Dress.com	Strunge Jensen A/S	Aart De Vos ApS
Lyngsøe A/S	Profil Rejser A/S	SUPER KOI ApS	
Malte Haaning Plastic A/S	Regner Grasten Film	Svend Erik Lind A/S	
Manguster ApS	Rejsebureauet	System Frugt A/S	



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# WWF WORLDWIDE NETWORK\*

## Where we work\*

Armenia	Gabon	New Caledonia	Uganda
Australia	Georgia	New Zealand	UK
Austria	Germany	Norway	Ukraine
Azerbaijan	Greece	Pakistan	USA
Belgium	Guatemala	Panama	Vietnam
Belize	Guyana	Paraguay	Zambia
Bhutan	Honduras	Peru	Zimbabwe
BIH	Hong Kong	Philippines	
Bolivia	Hungary	PNG	<b>Other active countries/ consultants*</b>
Brazil	India	Poland	Cuba
Bulgaria	Indonesia	Republic of Congo	Kazakhstan
Cambodia	Italy	Romania	Kyrgystan
Cameroon	Japan	Russia	
Canada	Kenya	Serbia	<b>Associates/Partners*</b>
CAR	Korea	Seychelles	Argentina
Chile	Kosovo	Singapore	Ghana
China	Laos	Slovakia	Latvia
Colombia	Madagascar	Slovenia	Nigeria
Comoros	Malaysia	Solomon Islands	Portugal
Croatia	Mexico	South Africa	UAE
Denmark	Moldova	Spain	
DRC	Mongolia	Suriname	
Ecuador	Morocco	Sweden	*As of April 2019
Fiji	Mozambique	Switzerland	
Finland	Myanmar	Tanzania	
France	Namibia	Thailand	
French Guyana	Nepal	Tunisia	
	Netherlands	Turkey	

**OUR MISSION IS TO CONSERVE  
NATURE AND REDUCE THE  
MOST PRESSING THREATS  
TO THE DIVERSITY OF LIFE  
ON EARTH.**



Working to sustain the natural world for the benefit of people and wildlife.

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