



CORPORATE PARTNERSHIPS REPORT

FY 2021 WWF - DK MARCH, 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

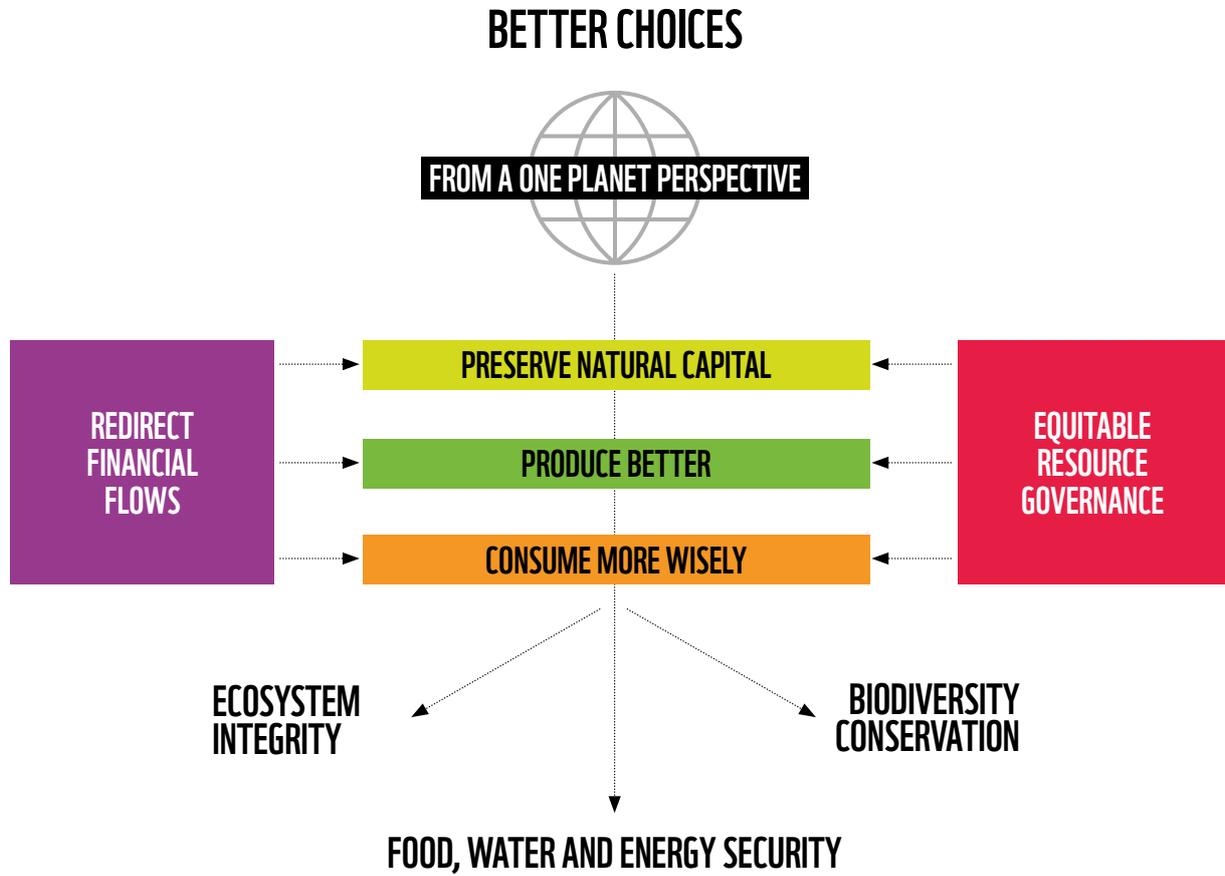
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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 fosters 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.

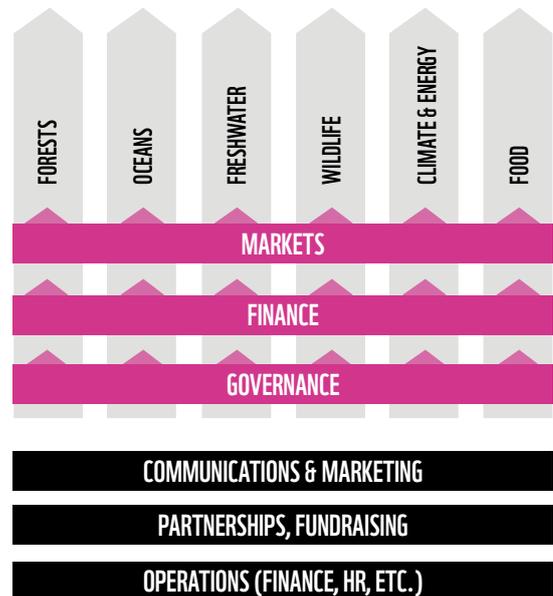
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

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.

The corporate sector drives much of the global economy, so we consider that companies also have a specific responsibility and opportunity 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 for Nature and [Science Based Targets](#) (climate), to make ambitious commitments and to engage in public policy discussions at global and local level. We are 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) and [Better Cotton Initiative](#) (BCI)).

This report presents an overview of the partnerships that WWF Verdensnaturfonden 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 largest Danish 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 Verdensnaturfonden 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.

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 Verdensnaturfonden (DK) 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 Verdensnaturfonden is responsible for the contractual agreements 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 41,20 % of this WWF office's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY21

DANSKE BANK

Industry	Financial Services - Banking
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Wildlife
Budget Range (in EUR)	25,000-100,000

E-learning on CSR

Danske Bank wish to educate and motivate their employees to complete an internal e-learning module on the company's CSR/ESG work. A donation was given to WWF-DK for every employee completing the course. The partnership is only related to internal activities in the bank and has no external communication.

BY & HAVN

Industry	Urban Development and harbor operation
Type of Partnership	Conservation projects at sea Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Oceans
Budget Range (in EUR)	100,000-250,000
URL link to partnership webpage	Sammen om havet i havnen - WWF Danmark

Life Below Water

By & Havn wishes to integrate the UN Sustainable goal no. 14 – Life Below Water – into the work of the organization. The partnership supports a nature positive vision for the harbor in Copenhagen, which By & Havn manages and develops, by improving the habitats for fish and improve the biodiversity in the harbor. This is done via a number of activations over five years – so far including the installation of 100 Biohuts (a world record) in the harbor, developing a description of life under the surface for the general public, and several further activations planned for the coming years.



CARLSBERG GROUP A/S

Industry	Beverages
Type of Partnership	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Freshwater Plastic
Budget Range (in EUR)	250,000-500,000
URL link to partnership webpage	wwf.dk/om-os/hvor-kaemper-vi/projekt-detstoreplastiknaek/

Fresh water stewardship and reducing plastic waste

The strategic partnership between WWF and Carlsberg contributes to reducing the impact of Carlsberg's activities related to carbon emissions and water usage while protecting vulnerable nature and biodiversity. 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. 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 have developed a water stewardship strategy 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.

DBRAMANTE1928

Industry	Dbramante1928 designs and produces covers and cases for mobile phone and laptop cases as well as leather bags
Type of Partnership	Driving sustainable business practices Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Forests Wildlife
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	www.dbramante1928.com/da/wwf/

WWF and Dbramante1928 has enters a partnership with the aim of fulfilling Dbramante1928's ambition to convert the entire business to sustainable production of all products as well as sustainable distribution, packaging and energy consumption. To achieve this purpose, Dbramante1928 will co-finance and complement the large forest project "Rwenzuri Mountains National Park" in Uganda. The project has its main funding from the Hempel Foundation.



FÆRCH PLAST A/S

Industry	Production
Type of Partnership	Driving sustainable business practices regarding plastic
Conservation Focus of Partnership	Plastic
Budget Range (in EUR)	50,000-100,000

Driving circular plastic practices

Working for political and administrative focus on circular plastic requirements and systems in Denmark so plastic is reused to the highest possible extent and only plastic types suitable for reuse is used or permitted.

FORLAGET CARLSEN

Industry	Publisher
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Iconic species
Budget Range (in EUR)	25,000-100,000

A book on Danish species by known Danish author Sebastian Klein raised 50.000 Euro to support for WWF iconic species protection.

H&M

Industry	Retail
Type of Partnership	Plastic Philanthropic partnership
Conservation Focus of Partnership	Restoration of ray population in Danish waters and a advocacy for the protection of rays and sharks Fundraising through a fee on plastic bags in order to reduce the amount of bags used
Budget Range (in EUR)	100,000-250,000



LEGO

Industry	Toy manufacturer
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Freshwater Climate action
Budget Range (in EUR)	100,000-250,000

Identifying water risks

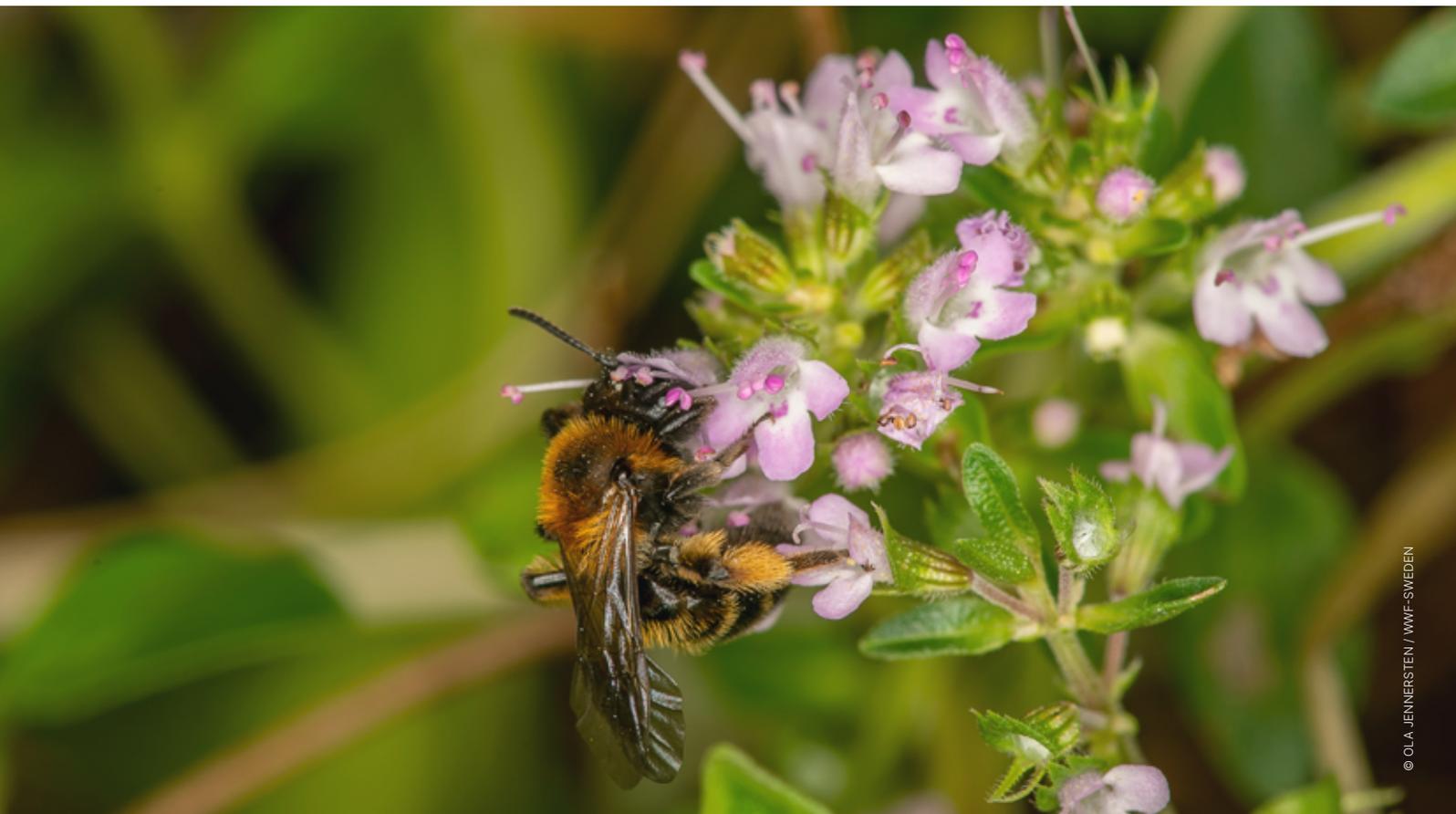
Besides being part of the WWF Climate Savers program since 2014, LEGO has now joined WWF's Water Stewardship Program, that helps companies take internal actions to address their impact and contribute to the responsible, sustainable management of freshwater resources that are critical to business operations.

IKEA

Industry	Furniture manufacturer
Type of Partnership	Communications and awareness raising
Conservation Focus of Partnership	Biodiversity
Budget Range (in EUR)	100,000-250,000
URL link to partnership webpage	https://danmarksvildehaveer.dk/

Denmark's Wild Gardens

WWF and IKEA partner up with the campaign "Denmark's Wild Gardens", that encourages the public to go a little wilder. Both in the garden and on the balcony. The purpose of the project is to advance the Danes' knowledge of biodiversity and equip people to get involved themselves, so that as many gardens as possible around the country become wilder. This is done through specific guides, expert advice, inspiration, and experiences from the project. Every square meter count when the smallest inhabitants of the planet need more space.



NATUR-ENERGI

Industry	Energy
Type of Partnership	Philanthropic partnership with limited communication
Conservation Focus of Partnership	Climate & Energy
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	www.natur-energi.dk/privat/groen-stroem/produkter/panda-power/

Brief description of partnership:

Natur Energi has created “Panda Power” in collaboration with WWF Denmark and has since the beginning of 2009 delivered climate-friendly electricity for the Danes.

“Panda Power” is 100% certified green power from Danish wind turbines.

NOVOZYMES

Industry	Biological Solutions
Type of Partnership	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	250,000-500,000
URL link to partnership webpage	wwf.dk/nyhed/novozymes-og-wwf-indgaar-nyt-partnerskab-for-at-beskytte-vores-vandressourcer/

Safeguarding water resources

The partnership between Novozymes and WWF Denmark has an overall purpose of bringing Novozymes in line with its water sustainability targets of being in balance with local conditions by 2030. This will happen through managing water issues both internally and externally and piloting science-based target for water in a context-based approach, and to safeguard shared water resources through collective actions in priority river basins making contributions to Sustainable Development Goal 6 – ensuring access to water and sanitation for all. WWF will develop wetland conservation plans to restore ecosystem services and enhance the natural function of the wetlands and will furthermore conduct wetland themed campaigns to improve public awareness on wetland protection and call for actions.



SALLING GROUP

Industry	Retail
Type of Partnership	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Plastic
Budget Range (in EUR)	500,000-1 million

Plastic guide for retailers and consumers

Working internally in Salling Group on their plastic requirements to their suppliers and consumer faced campaign for reusing plastic bags when shopping.

VELUX A/S

Industry	Manufacturing (Production and sales of windows)
Type of Partnership	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Climate & Energy
Budget Range (in EUR)	>3 million
URL link to partnership webpage	Velux WWF (panda.org)

“Working together to capture VELUX Groups historical CO₂ through forest conservation”

In September 2020, WWF and the VELUX Group launched an ambitious partnership, which commits the company to take responsibility for both its past and future carbon emissions.

The innovative partnership focuses on conservation and restoration of forests through a number of projects around the globe and the partnership simultaneously aims at enhancing biodiversity and improving the livelihood for local communities.

Through forest projects developed and driven by WWF, the VELUX Group will capture at least 4.5 million tonnes of CO₂e, equivalent to the VELUX Group’s historical CO₂ emissions since it was founded in 1941 and until its 100-year anniversary in 2041 (scope 1 and 2). The projects will be designed with a 25% buffer, bringing the total estimated carbon capture to 5.6 million tonnes of CO₂.

In addition to the partnership with WWF, the VELUX Group is committed to reduce its own carbon footprint to zero and to halve its value chain emissions by 2030.



ØRSTED A/S

Industry	Energy
Type of Partnership	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Oceans Climate & Energy
Budget Range (in EUR)	100,000-250,000
URL link to partnership webpage	wwf.dk/nyhed/wwf-og-oersted-giver-en-haand-til-havet/

A Helping Hand to the Seas

In 2021 we launched a project, known as “A helping hand to the seas”, that aims to explore how biodiversity is affected by imbalances in local ecosystems and support the vulnerable cod fish stock in Denmark’s Kattegat straits which is currently at a historically low point. Through the project we also mediate knowledge to the general public about the sea and how biodiversity is affected when the balance of the ecosystem changes.

As a first step, we installed 10 “biohuts” that function as artificial habitats for juvenile cod and other small fish in the coastal waters off the Port of Grenaa, facing the Kattegat. The biohuts provide juvenile cod shelter and a place to find food in the early stage of their life cycle, until they are large enough to swim out to deeper waters. In deeper waters we deployed dozen 3D-printed reef structures on the seabed between the wind turbines at Ørsted’s Anholt Offshore Wind Farm to explore how 3D-printed reefs can benefit biodiversity in the Kattegat. Our hope is that these man-made reefs will create habitats for the cod to thrive and contribute to a healthier, more resilient marine ecosystem.



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. **Bitzer Electronics**
2. **L'Esprit du vin**
3. **Letz Sushi ApS**
4. **Merkur Andelskasse**
5. **Rosendahl A/S**
6. **Advokatfirmaet Poul Schmith**
7. **LØJE IP v/ advokat Johan Løje**
8. **Deloitte**
9. **Meyers**

CORPORATE CLUB

- System Frugt A/S
- Dansk Auto Logik A/S
- Østerbro Tømmerhandel
- Planets Pride A/S
- Nautage ApS
- H. P. Therkelsen A/S
- Evermento ApS
- Essential Foods
- A/S Rødovre Centrum
- Fokus Mæglerne ApS
- SUPER KOI ApS
- Smyks.dk
- Tiedemann Independent A/S
- Ro Yoga
- Oyoy Living design A/S
- OnlinePlus
- Melitek A/S
- Ijpmmedical ApS
- Kennel Four Jacks ApS
- GodEnergi A/S
- Fynbo Foods A/S
- El & varmpumpecenter ApS
- E3 Spedition-Transport AS
- Danefæ ApS
- Borella Projects
- Aksel Benzin A/S
- Add-On Products
- Vision Fotografi
- Kallesoe Machinery A/S
- Hönshuset Creative Studio
- Dahl Ejendomsservice
- Andersen Byggefirma ApS
- Yogavivo ApS
- Svend Erik Lind A/S
- Spanske Translatører
- Adaptive Media Sia
- Finance Media ApS
- Cilaj Energi A/S
- View Point ApS
- Strunge Jensen A/S
- Micro Technic A/S
- Maskinfabrikken Lykkegaard A/S
- Lydkraft ApS
- Jan Slott
- High On life v/Mads Bo Pedersen
- Cheminor A/S
- Biofiber-Damino A/S
- LAMB Soft- & Hardware ApS

- KW Hunde- & katteartikler A/S
- Jensendiesel ApS
- Breinholt & Co ApS
- Plantasia v/Jørn Alstrup
- Kgs. Lyngby Tømrer & Snedkerfirma
- Ziegler Service ApS
- Yogaudstyr.dk
- Yding Gruppen A/S
- Werner Larsson Fiskeeksport A/S
- Vrå Dampvaskeri A/S
- VisitNATURE
- Vinduesgrossisten ApS
- Unika Danmark A/S
- Traffic Lab ApS
- Total Ejendoms Service A/S
- Taste It ApS
- ST Plast A/S
- SSV-udvikling ApS
- SIKOM Danmark A/S
- Sigurd Müller Vinhandel A/S
- Schjøtt Installation A/S
- Scantago ApS
- Scanlux Packaging A/S
- Scandinavian Seafood Ltd. ApS
- Sadolin Glostrup
- S. P. Jensen A/S
- Rexholm A/S
- RevisionsCentralen
- Plant2plast A/S
- Persano Group A/S
- PandaConnect A/S
- Only Events I/S
- Ocean Seafood A/S
- Næstved Dyreklinik
- MV Polering
- Munters A/S
- Mobilabonnement.dk
- Martin Munkebo A/S
- Malte Haaning Plastic A/S
- Lyngsøe A/S
- Luxplus ApS
- Lund Gruppen A/S
- Livslab.com ApS
- LINAK A/S
- Krua Thai ApS
- KaffeIMPERIET Øst A/S
- JORD-MILJØ A/S
- Johs. Provstgaard A/S
- Ingeniørconsult ApS
- Ingenious Technology
- ILS Danmark
- Hera El- & Instrumentservice A/S
- Helge Lønhart A/S
- Gulvkanonen ApS
- Geniads
- Friheden Invest A/S
- Frederikssund Dyreklinik
- Firtal Web ApS
- Feriecenter Slettestrand A/S
- Fauna Energi A/S
- Esromgaard
- Eroti
- East Consult A/S
- Desitek A/S
- Den Jyske Kontrolcentral A/S
- Dankemi A/S
- Coolsnow ApS
- Chaos Consulting Group
- Casinoonline.dk
- Brdr. Hansen Entreprise ApS
- Bjerre og Lindskog ApS
- Biosthetique A/S
- Bendix Transport danmark A/S
- Bankly.dk
- AV-HUSET A/S
- AquaPri A/S
- Antirust Bondovej
- Amazing Space ApS
- Aluflam A/S
- A.K. Administration ApS
- A. Johnsen Industri A/S
- Samlino.dk
- Ritzenhofen Web ApS
- acupunctureshop.com ApS

**OUR MISSION IS TO STOP
DEGRADATION OF THE
PLANET'S NATURAL
ENVIRONMENT AND TO
BUILD A FUTURE IN WHICH
HUMANS LIVE IN HARMONY
WITH NATURE.**

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

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