

A close-up photograph of a toucan bird perched on a mossy branch. The bird has a large, vibrant beak with green, orange, and red sections. Its head is dark red, and its neck is yellow. The background is a soft, out-of-focus green.

CORPORATE PARTNERSHIPS REPORT

FY 2022 WWF-DENMARK MAY 2023

WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

NATURE AT THE BRINK

[WWF's Living Planet Report](#) shows that humanity and the way we feed, fuel, and finance our societies and economies is pushing nature and the services that power and sustain us to the brink. Agricultural expansion, deforestation, overfishing, urban development, energy use, mining and pollution are all driving habitat loss, water shortages and climate change. In addition, every year, the [World Economic Forum Risks Report](#) continues to show the increase in the scale and urgency of environmental risks to the global economy, as well as the deepening interconnections between environmental issues, economic strains, and geopolitical tensions.

We cannot afford to be complacent. In fact, we need to move into an emergency and solutions-based mindset. The landmark [Intergovernmental Panel on Climate Change \(IPCC\) report, Global Warming of 1.5 °C](#), paints a clear but dire picture. It states that to avoid the most serious impacts of climate change, we need to drastically transform the world economy in the next few years. Allowing nature to fail will disrupt business, undermine economies and drive social instability.

The good news is that we also have an unparalleled opportunity for positive change – the science is clearer, awareness is greater, and innovation more powerful than ever before. We can redefine our relationship with nature – but we need to work together. One organisation alone cannot deliver the change we need. That is why WWF collaborates with business – working in partnership – to find solutions and act at a scale that matters.

TAKING BOLD COLLECTIVE ACTION

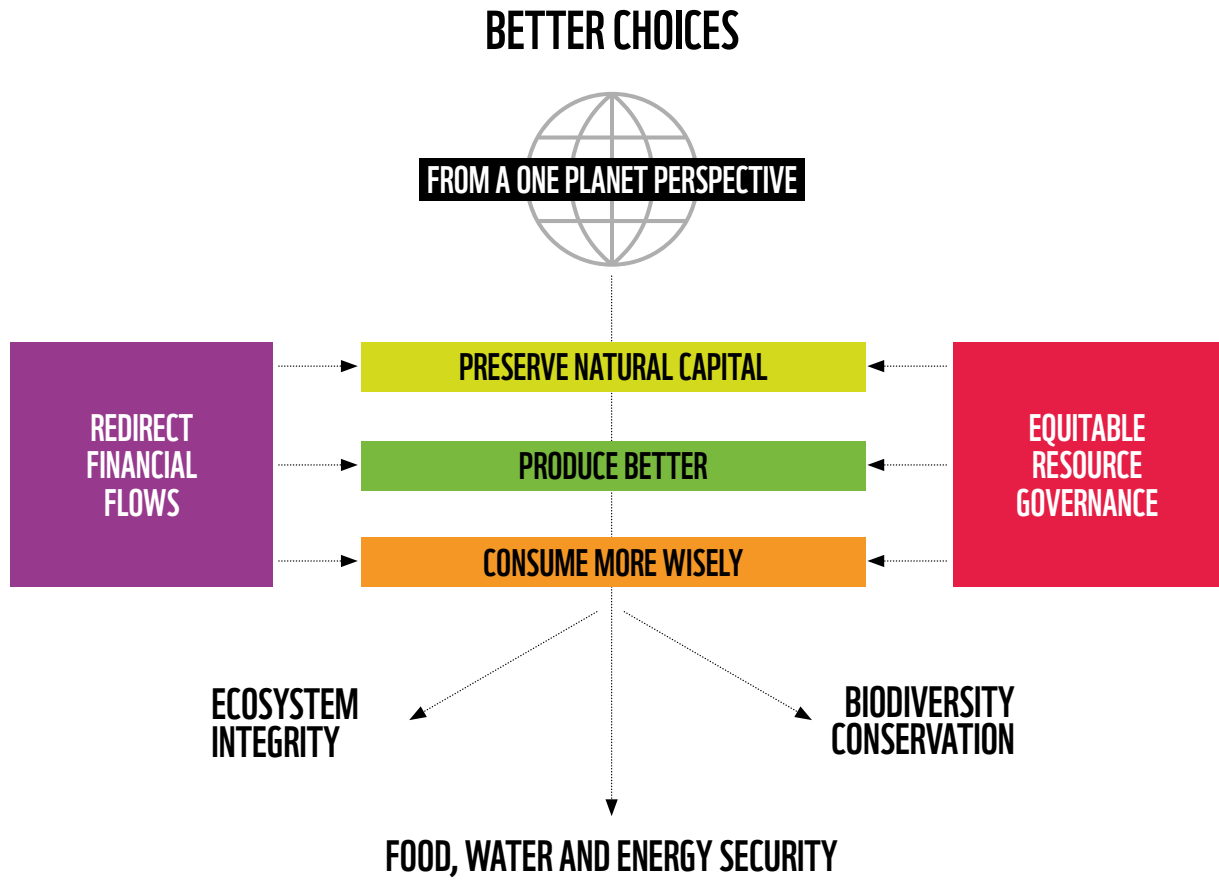
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF continues to deliver locally in crucial ecoregions around the world but sharpen our focus on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating new ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

We know that one organization alone can't effect the change needed. That is why our work on the goals and drivers includes our partnerships with institutions and corporations, both local and global. The changes we want to see in the world can only come about through the efforts of many actors: local communities and national and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers, and researchers.

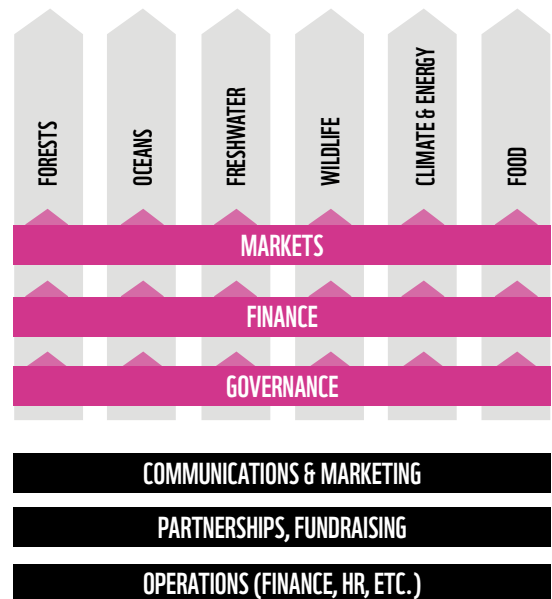
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

WWF'S GLOBAL VISION FOR CHANGE



HOW WE MAKE IT HAPPEN

**6 GLOBAL GOALS,
3 CROSS-CUTTING DRIVERS,
DELIVERED BY POWERFUL
COMMUNITIES OF PRACTICE
AND PARTNERS**



OUR WORK WITH THE CORPORATE SECTOR

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

Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. The corporate sector drives much of the global economy, so we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably. Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms such as the [UN Global Compact](#), [Science Based Targets](#), the [Consumer Goods Forum](#)) to make ambitious commitments (and to engage in public policy discussions at global and local level, and supporting credible certification schemes (e.g. [Forest Stewardship Council](#) (FSC), [Aquaculture Stewardship Council](#) (ASC), [Roundtable on Sustainable Palm Oil](#) (RSPO), [Roundtable on Responsible Soy](#) (RTRS), [Better Cotton Initiative](#) (BCI)). We also publish scorecards and reports on company or sector performance (e.g. [palm oil scorecard](#); [soy scorecard](#), and [sustainable cotton ranking](#)), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. [Business for Nature](#), [No Deep Sea Mining](#), [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.



OUR WORK IN 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-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 FY22, income from corporate partnerships represented 48,9% of this WWF office's total income.



PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR 25,000 IN FY22

BY & HAVN

Industry	Urban Development and Harbour Operations
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.

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 and Energy
Budget Range (in EUR)	>3 million
URL link to partnership webpage	Velux WWF (panda.org)

20 year partnership protecting forests for climate, nature and people

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 CO₂, 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.

CARLSBERG GROUP A/S

Industry	Beverages
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	100,000-250,000
URL link to partnership webpage	Carlsberg WWF

Fresh water stewardship

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. In order to achieve this, we work together on achieving Carlsberg's ambitions and targets related to their sustainability programme Together Towards ZERO And Beyond. In this financial year we have implemented activities in Nepal related to water conservation. The project in Nepal was established to investigate hotspots of water risks in lower Narayani River Basin, to conserve and restore wetlands upstream and /or downstream of Carlsberg's brewery in Nepal, and to call for collective action with other basin stakeholders to alleviate shared water risks from the root cause in a joint effort.

ØRSTED A/S

Industry	Energy
Type of Partnership	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Oceans Wildlife
Budget Range (in EUR)	100,000-250,000
URL link to partnership webpage	Ørsted WWF

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 subsequently deployed a 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.

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	Novozymes WWF

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.

IKEA

Industry	Furniture manufacturer
Type of Partnership	Communications and awareness raising
Conservation Focus of Partnership	Biodiversity
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	Danmarks Vilde Haver

Denmark's Wild Gardens

In the spring of 2022 WWF and IKEA partnered up with the campaign “Denmark's Wild Gardens” to encourage the public to contribute to the biodiversity in Denmark. Both in the garden and on the balcony. Every square meter counts when the smallest inhabitants of the planet need more space.

The purpose of the project was to advance the Danes' knowledge of biodiversity and equip people to get involved themselves, so that as many gardens as possible around the country became wilder. This was done through specific guides, expert advice, inspiration, and experiences from previous years in the project.



THE COCA-COLA COMPANY

Industry	Beverages
Type of Partnership	Communications and awareness raising
Conservation Focus of Partnership	Circularity
Budget Range (in EUR)	100,000-250,000

No Waste and Circularity

The primary aim of the partnership is setting the agenda on no waste, environmentally sound business practices or other related issues.

Coca-Cola has a goal to make all Coca-Cola packaging 100 per cent. recyclable by 2025 – and use at least 50 per cent recycled material in all packaging by 2030. The Danish local partnership with WWF will strengthen the implementation of the strategy on a local level and develop activities to engage the public and raise awareness on how important it is to collect and recycle beverage packaging.

DANSKE BANK

Industry	Banking
Type of Partnership	Philanthropic partnership
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.

DBRAMANTE1928

Industry	Production
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Climate & Energy Forests
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	Dbramante WWF

Støtte til nationalpark i Uganda

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.

LEGO

Industry	Production of toys
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy
Budget Range (in EUR)	100,000-250,000

Member of Climate Savers

LEGO has been part of the WWF Climate Savers program since 2014.

NATUR-ENERGI

Industry	Production
Type of Partnership	Energy
Conservation Focus of Partnership	Philanthropic partnership with limited communication
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	Natur-Energi WWF

Panda Power creates free funding

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.



PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR 25,000 OR LESS IN FY22

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 FY22.

1. **&Other Stories**
2. **Bitzer Electronics**
3. **L'Esprit du vin**
4. **Rosendahl A/S**
5. **Advokatfirmaet Poul Schmith**
6. **LØJE IP v/ advokat Johan Løje**
7. **Deloitte**
8. **Meyers**
9. **Spiir**
10. **Sellpy**
11. **Go Gift**
12. **Organic Choice**
13. **Luftrum**
14. **Essential Foods**

The following list represents all participants in WWF-Denmark's corporate business club 2022

- 4B Consulting ApS
- A. Johnsen Industri A/S
- A.K. Administration ApS
- A/S Rødovrecentrum
- acupunctureshop.com ApS
- Add-On Products ApS
- Aksel Benzin A/S
- Alufлам A/S
- Andersen Byggefirma ApS
- Antitrust Bondovej
- AquaPri A/S
- AV-HUSET A/S
- Bambuni Denmark ApS
- Bendix Transport Danmark A/S
- Biofiber-Damino A/S
- Biosthetique A/S
- Bjerre og Lindsbog ApS
- Borella Projects
- Brade Group ApS
- Breinholt & Co ApS
- Chaos Consulting Group
- Cheminor A/S
- Cilaj Energi A/S
- Danefæ ApS
- Dankemi A/S
- Den Jyske Kontrolcentral A/S
- Desitek A/S
- Dorch & Danola A/S
- El & varmpumpecenter ApS
- Esromgård
- Feriecenter Slettestrand A/S
- Firtal Web ApS
- Frederikssund Dyreklinik ApS
- Friheden Invest A/S
- Fynbo Foods A/S
- Geniads ApS
- GodEnergi A/S
- H. P. Therkelsen A/S
- Hannibal Travel ApS
- Helge Lønhart A/S
- Hera El- & Instrumentservice A/S
- Hougaard Trafik ApS
- Hönshuset Creative Studio
- I/S Norfors
- ILS Danmark
- Ingenious Technology
- Jan Slott
- Jensendiesel ApS

- Johs. Provstgaard A/S
- JORD-MILJØ A/S
- Julefabrikken ApS
- KaffeIMPERIET Øst A/S
- Karva ApS
- Kennel Four Jacks ApS
- Kgs. Lyngby Tømrer & Snedkerfirma A/S
- kissesr ApS
- KW Hunde- & katteartikler A/S
- LAMB Soft- & Hardware
- Lead Supply A/S
- LINAK A/S
- ljpmedical ApS
- Lund Gruppen A/S
- Luxplus ApS
- Lydkraft ApS
- Lyngsøe A/S
- Malte Haaning Plastic A/S
- Martin Munkebo A/S
- Maskinfabrikken Lykkegaard A/S
- Meldgaard Holding A/S
- Melitek A/S
- Micro Technic A/S
- MIEGO A/S
- MV Polering A/S
- Næstved Dyreklinik 2014 ApS
- O2 Broking A/S
- Ocean Seafood A/S
- PandaConnect A/S
- Persano Group A/S
- Planets Pride A/S
- Plant2plast A/S
- Plantasia v/Jørn Alstrup
- Rebecka Blomqvist Arkitektur
- Rexholm A/S
- Ro Yoga
- Rockles Ejendomme
- S.P. Jensen A/S
- Sadolin Glostrup A/S
- Scandinavian Seafood Ltd. ApS
- Scanlux Packaging A/S
- Scantago ApS
- Schiøtt Installation A/S
- SH Entrepriser ApS
- Sigurd Müller Vinhandel A/S
- SIKOM Danmark A/S
- Smyks ApS
- Spanske Translatører
- SSV-udvikling ApS
- ST Plast A/S
- Stibo Systems
- SUPER KOI ApS
- Svend Erik Lind A/S
- Sønder Ljørring Advokatfirma
- Taste It ApS
- Tiedemann Independent A/S
- Total Ejendoms Service A/S
- Unika Danmark A/S
- Valmet Ejendomme ApS
- View Point ApS
- Vinduesgrossisten ApS
- Vision Fotografi ApS
- VisitNATURE
- Vrå Dampvaskeri A/S
- Werner Larsson Fiskeeksport A/S
- Yogavivo ApS
- Ziegler Service ApS
- Østerbro Tømmerhandel ApS
- Aage Bruun & Søn 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.**

Copyright Credit © Brent Stirton / Getty Images / WWF-UK



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

together possible™ panda.org

© 1986 Panda symbol WWF – World Wide Fund for Nature (Formerly World Wildlife Fund)
® “WWF” is a WWF Registered Trademark. WWF, Avenue du Mont-Bland,
1196 Gland, Switzerland. Tel. +41 22 364 9111. Fax. +41 22 364 0332.

For contact details and further information, please visit our international
website at www.panda.org