



CORPORATE PARTNERSHIPS REPORT

FY 2023 WWF-DENMARK MARCH, 2024

WWF is one of the world's largest and most experienced independent conservation organizations, with over 6million 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 organization 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

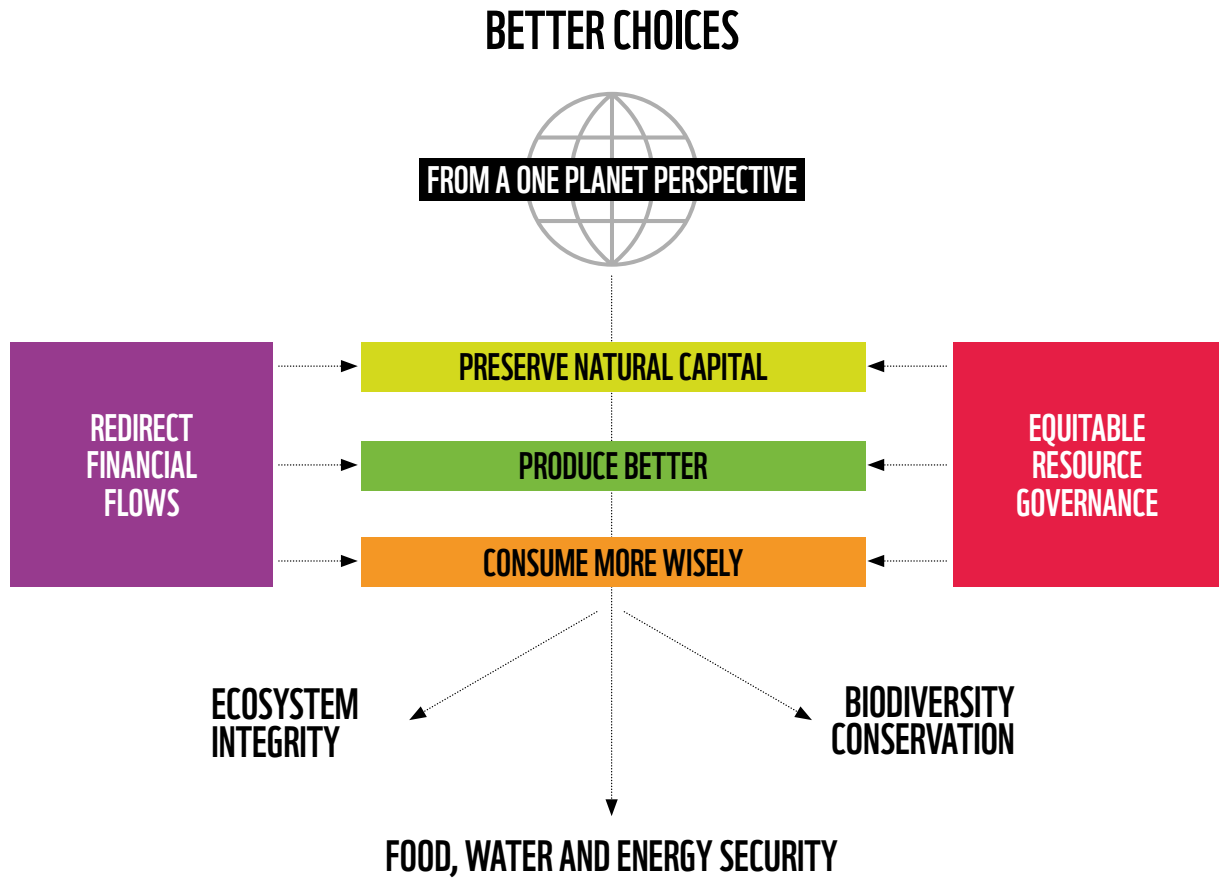
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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 international. 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.

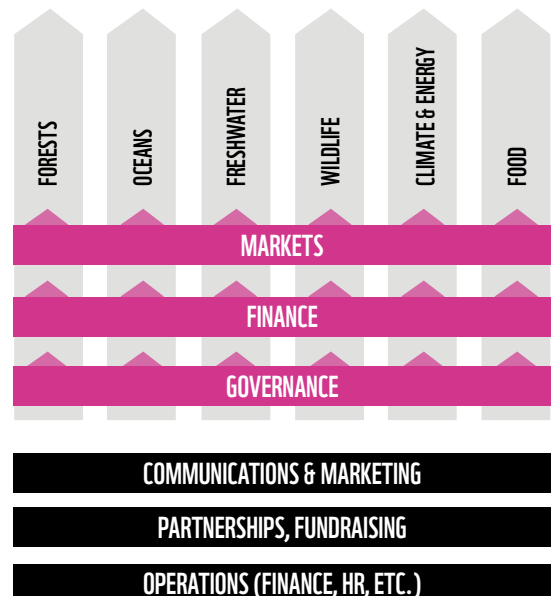
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

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**

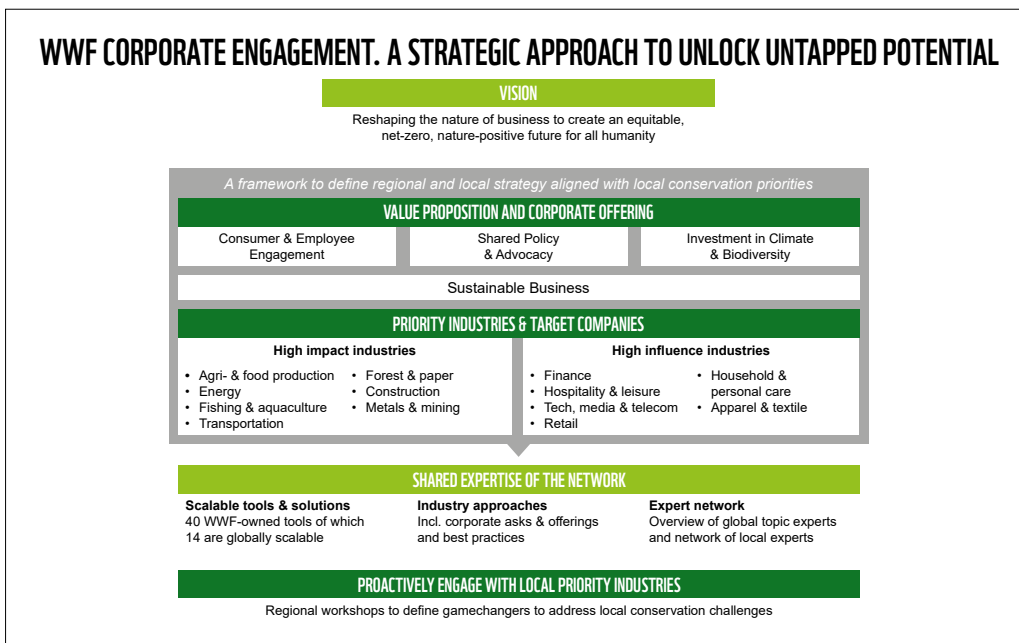


OUR WORK WITH THE CORPORATE SECTOR

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.

Many of our partnerships with companies use a combination of these approaches.



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 while also to engage in public policy discussions at global and local levels, 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 working 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

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.

Our collaboration 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 four 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.

4. POLICY AND ADVOCACY

The fourth approach involved collaborating with businesses to influence policies, regulations, and industry practices for sustainability. These partnerships are crucial for shaping policies that align nature and business, creating a sustainable future.

WWF ENGAGES WITH COMPANIES AT THE DIFFERENT STAGES OF THEIR SUSTAINABILITY JOURNEY TO ENABLE SYSTEMIC CHANGE

CONSUMER & EMPLOYEE ENGAGEMENT



Drive awareness and activate behavioral change

by communicating, educating and incentivizing consumers and employees on sustainable behavior issues

SHARED POLICY & ADVOCACY



Build value chains that value nature

through public-private alliances and by influencing policies that lead to bold ambitions and integrated action

INVESTMENT IN CLIMATE & BIODIVERSITY



Conserve nature by investing in nature

by participating in nature protection and restoration efforts on site- and landscape-level, and beyond

SUSTAINABLE BUSINESS



Rethink business models for a nature-positive future

by addressing business drivers of nature loss and implementing sustainable business practices in accordance with the mitigation hierarchy

Many of our partnerships with companies use a combination of these approaches.

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 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;
- Influence policies that lead to bold ambitions and integrated actions
- 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 FY23, income from corporate partnerships represented 65,8% of this WWF office's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR 25,000 IN FY23

COMPANY NAME CARLSBERG GROUP A/S

Industry	Beverage
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	250,000-500,000
URL link to partnership webpage	Water risk assessment with WWF « Carlsberg Group

Fresh water stewardship

The strategic partnership between WWF and Carlsberg includes projects to create, recover and strengthen wetlands in high-risk areas. The projects will aim to conserve and restore wetlands and protect water resources and thereby nature and biodiversity, in areas where Carlsberg breweries are located, through water replenishment projects that ensures that water is managed sustainably as a shared, public resource.

COMPANY NAME ØRSTED A/S

Industry	Energy
Type of Partnership	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Oceans Wildlife/ Biodiversity
Budget Range (in EUR)	500,000-1 million
URL link to partnership webpage	WWF x Ørsted

This partnership between WWF and Ørsted aims to advance offshore wind deployment that enhances ocean biodiversity and drive a global shift towards addressing climate and biodiversity goals together.

The partnership will advocate for a renewed and innovative approach to ecosystem-based marine spatial planning which takes an integrated approach to meeting climate and biodiversity goals is needed.

The partnership started with a joint marine ecosystem restoration project in the North Sea, where we use European oysters and horse clams to restore biogenic reefs. The project aims to contribute to creating new habitats, increase biodiversity and improve water quality.

COMPANY NAME 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 og 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.

COMPANY NAME IKEA

Industry	Furniture manufacturer
Type of Partnership	Communications and awareness raising
Conservation Focus of Partnership	Wildlife/ 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 2023 WWF and IKEA repeated 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 even more 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.

COMPANY NAME THE COCA-COLA COMPANY

Industry	Beverages
Type of Partnership	Communications and awareness raising
Conservation Focus of Partnership	Circularity
Budget Range (in EUR)	25,000-100,000

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.

COMPANY NAME 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

COMPANY NAME TOPSOE

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

Topsoe A/S supports Green Jobs

From 2022 until 2025 Danish company Topsoe supports Green Jobs and other conservation work in the greater Virunga Landscape in Uganda. The support is a pure philanthropic donation.

COMPANY NAME BY & HAVN

Industry	Urban Development and Harbour Operations
Type of Partnership	Driving sustainable business practices Communications and awareness raising Conservation projects at sea
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.

COMPANY NAME DBRAMANTE1928

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

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.

COMPANY NAME NATUR-ENERGI

Industry	Production
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy
Budget Range (in EUR)	25,000-100,000

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 DKK 25,000 OR LESS IN FY23

The following list represents all corporate partnerships that this WWF office has with an annual budget of EUR*25,000 or less (including pro bono or in-kind contributions) in FY23.

1. Micro Technic A/S
2. O2 Broking A/S
3. Hannibal Travel ApS
4. Valmet Ejendomme ApS
5. Kallesoe Machinery A/S
6. Hougaard Trafik ApS
7. Luftrum, Sound Design
8. NHC Conference ApS
9. Cheminor A/S
10. Malte Haaning Plastic A/S
11. Sigurd Müller Vinhandel A/S
12. Sadolin Glostrup A/S
13. Smyks ApS
14. O2 Broking A/S
15. Raw Roots ApS
16. Næstved Dyreklinik 2014 ApS
17. Borella Projects
18. Plant2plast A/S
19. Ingenious Technology
20. Østerbro Tømmerhandel ApS
21. Firtal Web ApS
22. Ziegler Service ApS
23. Plantasia v/Jørn Alstrup
24. GodEnergi A/S
25. Biosthetique A/S
26. Schiøtt Installation A/S
27. Hannibal Travel ApS
28. Biofiber-Damino A/S
29. Aluflam A/S
30. A/S Rødovrecentrum
31. Friheden Invest A/S
32. Spanske Translatører I/S
33. Jan Slott
34. Helge Lønhart A/S

35. **Scandinavian Seafood Ltd. ApS**
36. **Total Ejendoms Service A/S**
37. **Frederikssund Dyreklinik ApS**
38. **Johannes Provstgaard A/S**
39. **Chaos Consulting Group**
40. **Planets Pride A/S**
41. **View Point ApS**
42. **H. P. Therkelsen A/S**
43. **Vrå Dampvaskeri A/S**
44. **Brade Group ApS**
45. **Lydkraft ApS**
46. **S.P. Jensen A/S**
47. **Svend Erik Lind A/S**
48. **Bambuni Denmark ApS**
49. **Feriecenter Slettestrand A/S**
50. **Fynbo Foods A/S**
51. **Jensendiesel ApS**
52. **Aksel Benzin A/S**
53. **ST Plast A/S**
54. **Lund Gruppen A/S**
55. **Ocean Seafood A/S**
56. **SUPER KOI ApS**
57. **Martin Munkebo A/S**
58. **Hz ITconsult ApS**
59. **PandaConnect A/S**
60. **Hera El- & Instrumentservice A/S**
61. **Hönshuset Creative Studio**
62. **Andersen Byggefirma ApS**
63. **4B Consulting ApS**
64. **MIIEGO A/S**
65. **Vinduesgrossisten ApS**
66. **AquaPri A/S**
67. **Lyngsøe A/S**
68. **A/S Lund Dal Invest**
69. **SIKOM Danmark A/S**
70. **Dorch & Danola A/S**
71. **Kennel Four Jacks ApS**
72. **Bendix Transport Danmark A/S**
73. **Rexholm A/S**
74. **Tiedemann Independent A/S**
75. **Desitek A/S**
76. **A. Johnsen Industri A/S**
77. **Unika Danmark A/S**
78. **Meldgaard Holding A/S**
79. **Micro Technic A/S**
80. **KaffeIMPERIET Øst A/S**
81. **Scantago ApS**
82. **Werner Larsson Fiskeeksport A/S**
83. **Karman Connect A/S (LoanScouter)**
84. **Karman Connect A/S (Fairlån)**
85. **Karman Connect A/S (Better Compared)**
86. **Bjerre og Lindskog ApS**
87. **Luxplus ApS**
88. **LINAK A/S**
89. **Lykkegaard A/S**
90. **I/S Norfors**
91. **Den Jyske Kontrolcentral A/S**
92. **MV Polering A/S**
93. **KW Hunde- & katteartikler A/S**
94. **Kgs. Lyngby Tømrer & Snedkerfirma A/S**
95. **Esromgård**
96. **Rockles Ejendomme**
97. **Dankemi A/S**
98. **Soka Spedition ApS**
99. **AV-HUSET A/S**
100. **Persano Group A/S**
101. **Scanlux Packaging A/S**
102. **El & varmpumpecenter ApS**
103. **Gloube 2 ApS**
104. **Megasound ApS**

- 105. ILS Danmark ApS
- 106. Sjællands Bilauktion A/S
- 107. Yogavivo ApS
- 108. Glad Trading A/S
- 109. ILVA A/S
- 110. Danefæ ApS
- 111. Bilcentret Peer Glad A/S
- 112. Uzin Utz Denmark ApS
- 113. Tegnestuen Vibeke Brinck ApS
- 114. Add-On Products ApS
- 115. Ceylons ApS
- 116. Traffic Lab ApS - Favoritcasino
- 117. E 3-GRUPPEN A/S

CORPORATE ENGAGEMENT PLATFORMS

The following list represents corporate engagement platforms that this WWF office is leading or part of and involves multilateral engagements with companies to bring about sustainable outcomes within their supply chain or consumer behaviours.

1. Climate Business Network

For further information on corporate engagement at WWF-Denmark, please contact:
Ajs Dam / Corporate Director / ajs.dam@wwf.dk.



**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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