



# CORPORATE PARTNERSHIPS REPORT

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OVERVIEW OF WWF-CANADA CORPORATE  
PARTNERSHIPS FISCAL YEAR 2018

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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

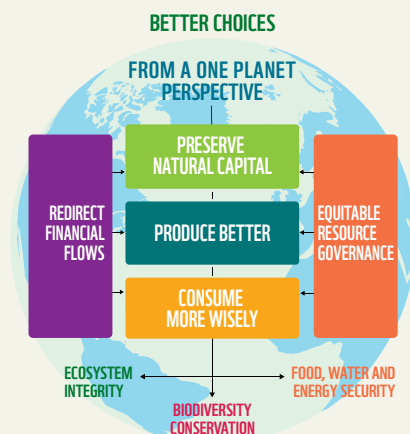
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – 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;
- 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-Canada 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

In Canada, our approach to working with the private sector is constructive, collaborative and solutions-oriented. We leverage the strengths of our collaborations to achieve conservation successes consistent with WWF-Canada priorities. More specifically, our work with business aspires to:

- Conserve wildlife;
- Manage oceans sustainably;
- Monitor and restore water health;
- Promote responsible development in the Arctic;
- Inspire communities to environmental action;
- Facilitate the transition to a low-carbon economy.

We want all our partnerships with business 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 business sector and specifically through our bilateral partnerships.

## THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF-Canada has with individual companies. Funds obtained through corporate partnerships are typically used by WWF-Canada to:

- Directly support WWF-Canada conservation projects;
- Inspire Canadians to take environmental action;
- Help companies reduce their environmental footprint;
- Engage the Canadian workforce in sustainability & conservation issues.

WWF-Canada is responsible for the agreements with the companies in this report.

## INFORMATION ON WWF-CANADA CORPORATE PARTNERSHIPS

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The following list of companies is an overview of all the corporate partnerships that WWF-Canada had in FY2018 with an annual budget of greater than CAD 35,000. Details of each partnership can be found below:

Loblaw Companies Limited

RBC

Coca-Cola Ltd.

Royal & Sun Alliance Insurance Company of Canada

Ontario Lottery and Gaming Corporation

HP Inc.

The Working Group Inc.

Lindt & Sprungli Canada. Inc

The CSL Group Inc - Groups CSL Inc

Adventure Canada

## Loblaw Companies Limited

Engaging Canadian's to protect and restore Freshwater.

Loblaw Companies Limited is Canada's leading food and pharmacy retailer.

Through the Loblaw Water Fund, we're monitoring and restoring freshwater habitat across the country. This granting initiative is open to Canadians working on the ground to address the major threats and health to help meet our goal of seeing all Canadian freshwater in good health by 2025.

Loblaw is also the presenting sponsor of the Great Canadian Shoreline Cleanup, which is Canada's largest environmental action event focused on removing shoreline litter to help create healthy waters for wildlife and communities and is the most significant contributor to the International Coastal Cleanup in Canada.

### CORPORATE ID CARD

Industry  
Retail

Type of partnership  
Philanthropy, Sponsorship

Conservation focus of partnership  
Freshwater, Communications

FY2018 budget range (CAD)  
\$1,000,000 - \$3,000,000

## RBC

Using technology for freshwater data solutions.

In 2018, the RBC foundation supported WWF-Canada and the Gordon Foundation to bring disruptive technology to freshwater management in Canada. RBC experts assisted The Gordon Foundation and WWF-Canada to enhance the Atlantic Data stream by incorporating blockchain technology to improve data security, tracking and transparency for freshwater data from this region. This collaboration showcases how blockchain, open data and citizen science can be used to create a culture of evidence-based decision making to ensure freshwater health.

RBC is working with WWF to leverage new technology assets, including artificial intelligence and blockchain, to help address and solve environmental challenges.

### CORPORATE ID CARD

Industry  
**Banking**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**Freshwater  
Technology**

FY2018 budget range (CAD)  
\$500,000 - \$750,000



**COCA-COLA LTD.** Working together for healthy freshwater in Canada.

Coca-Cola Ltd. is working with WWF-Canada to support freshwater work in Canada to achieve a future in which all Canadian waters are in healthy condition and to support the company’s water replenishment commitments. Their support of WWF-Canada’s freshwater work includes the WWF-Canada Restoration Fund which supports projects that make positive improvements to the health of freshwater ecosystems across Canada through direct, on-the-ground restoration initiatives that involve the local community, to benefit both people and wildlife that depend on freshwater.

CORPORATE ID CARD

Industry  
**Beverages**

Type of partnership  
**Philanthropic, sponsorship**

Conservation focus of partnership  
**Freshwater**

FY2018 budget range (CAD)  
\$250,000 - \$500,000

**ROYAL & SUN ALLIANCE  
INSURANCE COMPANY**

Enabling foundational work on resiliency and adaptation, and renewable energy.

From 2016 – 2018, RSA-Canada was the presenting sponsor of Living Planet @ Work, WWF-Canada’s environmental employee engagement program. RSA’s recognition of the important role that employees play in creating positive change is helping to advance workplace sustainability across the country. By working with WWF-Canada, RSA is gaining traction with internal stakeholders to drive awareness of its sustainability agenda and is committed to helping other businesses access the tools, information and resources they need to implement their own initiatives geared toward lowering their environmental footprint.

CORPORATE ID CARD

Industry  
**Insurance**

Type of partnership  
**Sponsorship**

Conservation focus of partnership  
Communications

FY2018 budget range (CAD)  
\$100,000 - \$250,000

## ONTARIO LOTTERY AND GAMING CORPORATION

Mobilizing employees and the public for positive environmental action.

Since 2009, the Ontario Lottery and Gaming Corporation (OLG) has supported WWF-Canada’s work to engage the public in conservation efforts. As a provincial sponsor of the Great Canadian Shoreline Cleanup, OLG has supported Canada’s largest environmental action event focused on removing shoreline litter to help create healthy waters for wildlife and communities. Since 2010, OLG has been a premium-tier partner of WWF-Canada’s Living Planet @ Work program to advance sustainability engagement of its employees. Through this partnership, we jointly established an employee recognition program called the Green Leadership Certificate, which teaches employees about sustainability basics and encourages environmental action at work and at home. This has become OLG’s most popular voluntary program to date. OLG has also worked to engage communities across Ontario in other WWF-Canada mobilization events like Earth Hour and National Sweater Day.

### CORPORATE ID CARD

Industry  
**Gaming**

Type of partnership  
**Sponsorship**

Conservation focus of partnership  
**Communications**

FY2018 budget range (CAD)  
\$100,000 - \$250,000

## HP INC.

**Engaging students and employees in sustainability on campus and at work.**

In September 2017, WWF and HP Canada partnered to launch the pilot phase of WWF Living Planet @ Campus. Developed in partnership with 11 Canadian post-secondary institutions, and championed by HP Canada, WWF Living Planet @ Campus was created in collaboration with students and sustainability experts. The program aims to enhance a culture of sustainability and promote the protection of nature by engaging postsecondary students in meaningful actions. These actions range from guidance on planting native species, to resources on how to run campus initiatives like the Smart Campus Challenge, that look to reduce the environmental impact of common technology. Students are recognized for their efforts in leading sustainability and conservation through the Living Planet Leader certification.

### CORPORATE ID CARD

Industry  
**Information Technology**

Type of partnership  
**Sustainable business practices  
Program sponsorship**

Conservation focus of partnership  
**Communications**

FY2018 budget range (CAD)  
\$35,000- \$100,000

WWF-Canada launched Living Planet @ Work (LP@W) in 2011 with support from HP Canada as a founding partner to help small and medium-size enterprises engage employees in sustainability issues. LP@W represents more than 800 companies and 1,000-plus workplace champions, who are leveraging WWF guidance and resources to inspire and empower change at work. In addition to HP-Canada’s leadership on supporting WWF’s efforts to scale up employee engagement and giving, they provide in-kind donations and support for WWF-Canada’s IT equipment and technology needs.

## THE WORKING GROUP INC

With support from The Working Group (TWG), WWF-Canada built and launched Renewables for Nature, a new interactive decision-making tool to help identify regions with high renewable-energy potential and comparatively low conflict with nature. The tool aims to speed the transition to a low-carbon future while ensuring key habitats and ecosystems thrive for wildlife and communities.

CORPORATE ID CARD

Industry  
**Software development**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**Climate and energy**

FY2018 budget range (EUR)  
\$35,000 - \$100,000

## LINDT & SPRÜNGLI CANADA INC.

Lindt & Sprüngli Canada has partnered with WWF-Canada on a cause marketing campaign to raise funds and awareness for WWF-Canada’s Arctic Species Conservation Program through sales of designated Lindt & Sprüngli licensed products. These licensed products and materials are collaboratively selected to showcase and raise awareness for WWF-Canada’s work on Arctic species and sold through Lindt & Sprüngli owned stores, Lindt & Sprüngli online store, and designated Lindt & Sprüngli retail partners, with a portion of each licensed product sold donated to WWF-Canada’s Arctic Species Conservation Program.

CORPORATE ID CARD

Industry  
**Consumer goods**

Type of partnership  
**Communications**  
**Philanthropic**

Conservation focus of partnership  
**Arctic species**

FY2018 budget range (EUR)  
\$35,000 - \$100,000

## THE CSL GROUP - CSL GROUPS INC

The CSL Group Inc. (CSL) is a leading provider of marine dry bulk cargo handling and delivery services and the world's largest owner and operator of self-unloading vessels.

Building on years of collaboration, WWF and CSL Group joined forces in 2018 to support North Atlantic right whale research. Led by Dalhousie University, the Whales, Habitat and Listening Experiment (WHaLE) is a research program in the Gulf of St. Lawrence using mobile autonomous vehicles with passive acoustic monitoring hydrophone systems that can detect whales and understand their distribution. This information can be used to inform advocacy and adaptive management plans and could potentially be used for real-time monitoring and alert systems to help the shipping industry to avoid vessel strikes.

### CORPORATE ID CARD

Industry  
**Shipping**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**Oceans**

FY2018 budget range (CAD)  
\$35,000 - \$100,000

## ADVENTURE CANADA

WWF Canada and Adventure Canada are both dedicated to raising awareness of the cultural relevance and importance and fragility of the Arctic environment, specifically of the Canadian Arctic. In summer 2017, WWF-Canada partnered with Adventure Canada to promote and operate an Arctic Expedition to showcase WWF's Arctic Campaign through first hand experiences in the Arctic for WWF-Canada supporters and Adventure Canada customers.

### CORPORATE ID CARD

Industry  
**Travel**

Type of partnership  
**Communication and awareness raising**

Conservation focus of partnership  
**Arctic species  
Climate change**

FY2018 budget range (CAD)  
\$35,000 - \$100,000

The following list represents all corporate partnerships that WWF-Canada has with an annual budget up to CAD \$25,000 - \$34,999

Micrylium Laboratories

Rogers Communications Inc.

Staples

Bullfrog Power

Koru Distribution Ltd.

# THE WWF NETWORK\*

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## WWF Offices

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

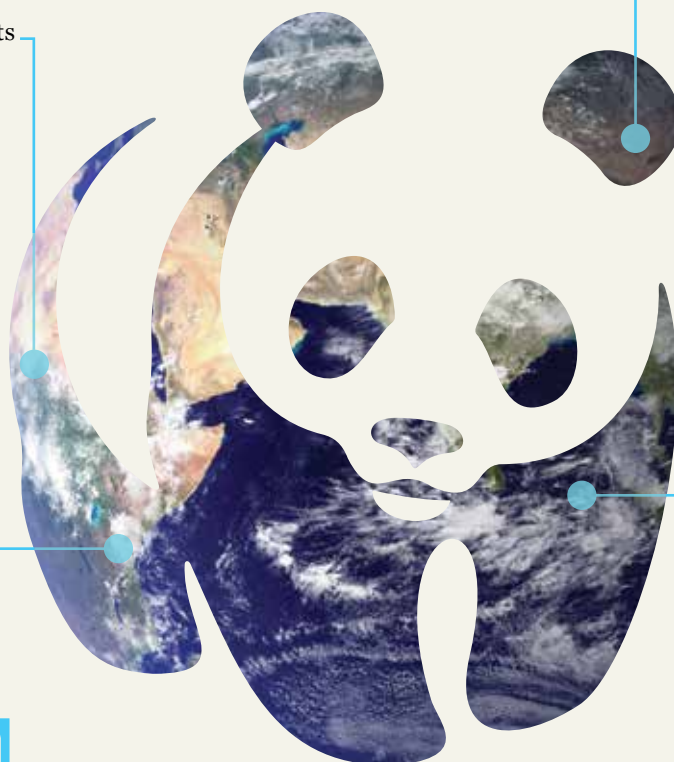
# WWF in numbers

**+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.

[www.wwf.ca](http://www.wwf.ca)