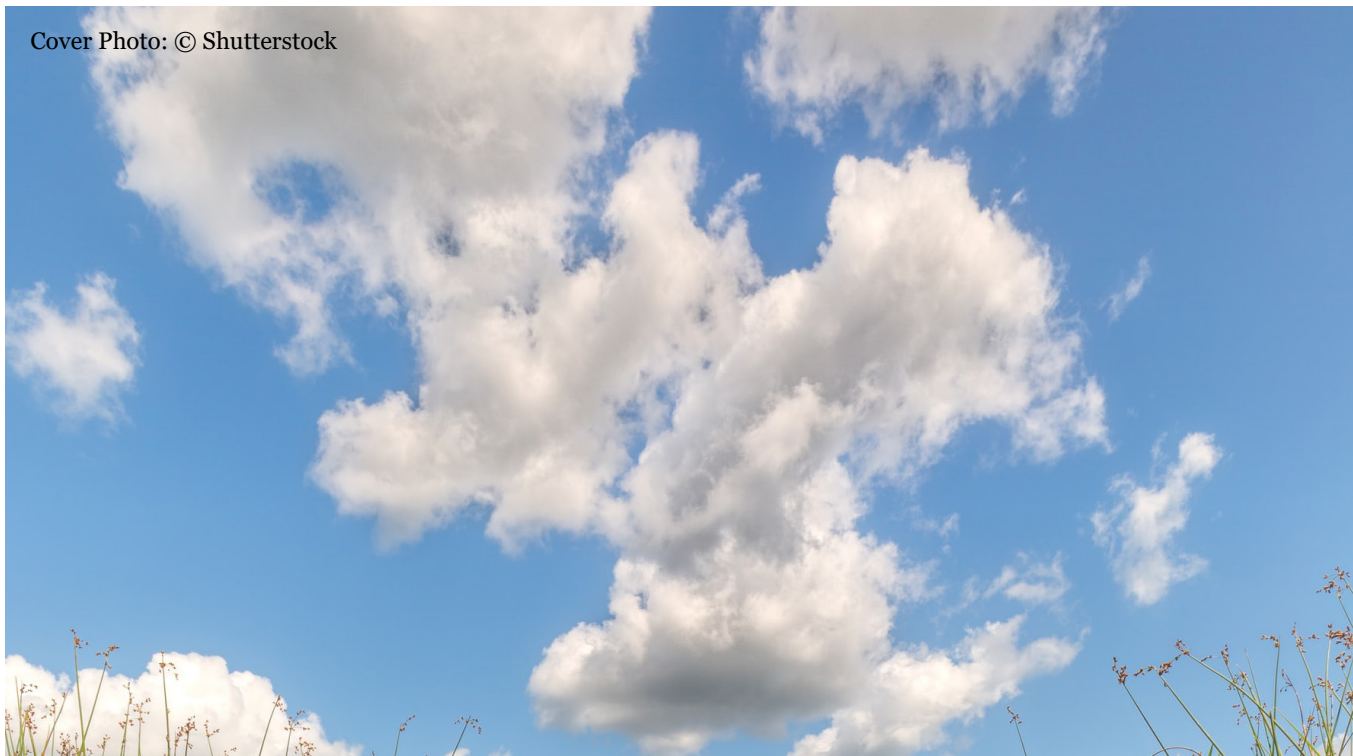




CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-CANADA CORPORATE PARTNERSHIPS
FISCAL YEAR 2020

Cover Photo: © Shutterstock



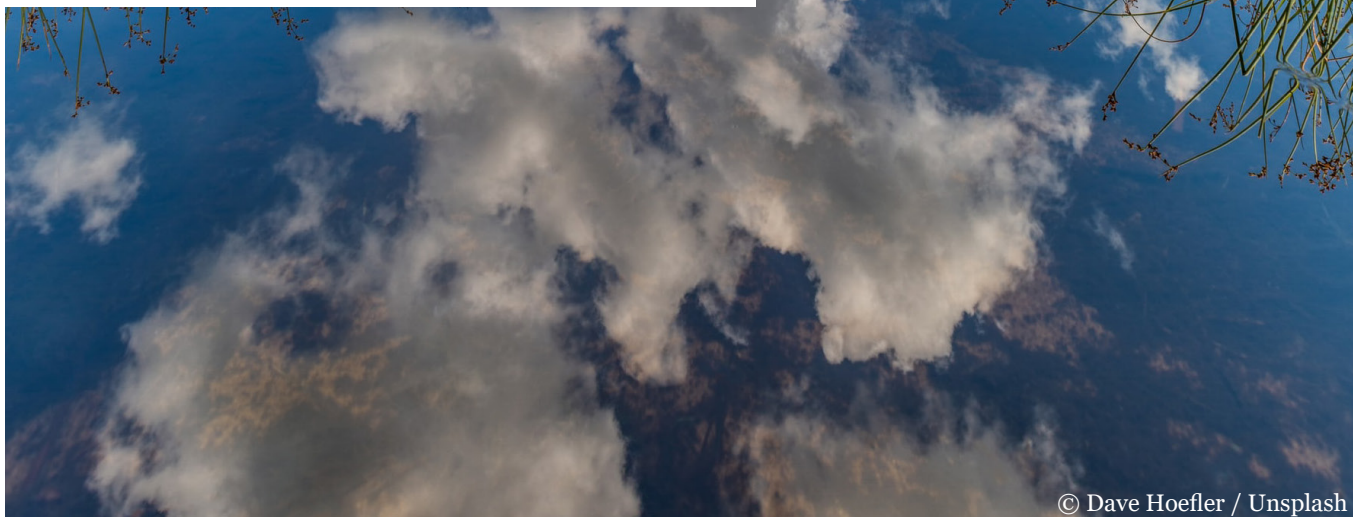
For further information on specific partnerships, please contact WWF-Canada: Kathrin Majic (kmajic@wwfcanada.org)

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

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TAKING BOLD COLLECTIVE ACTION

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

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

We know that one organization alone can't 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.

OUR WORK WITH THE CORPORATE SECTOR

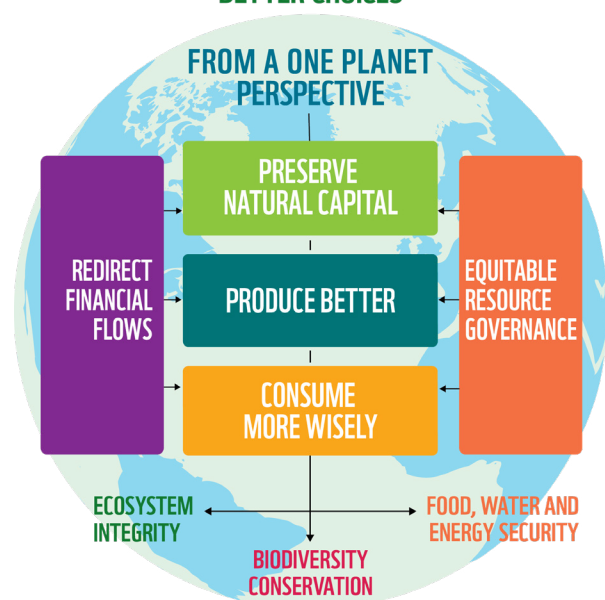
WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. As the [2020 Living Planet Report](#) demonstrates, the challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organization to solve alone.

Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, 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.

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

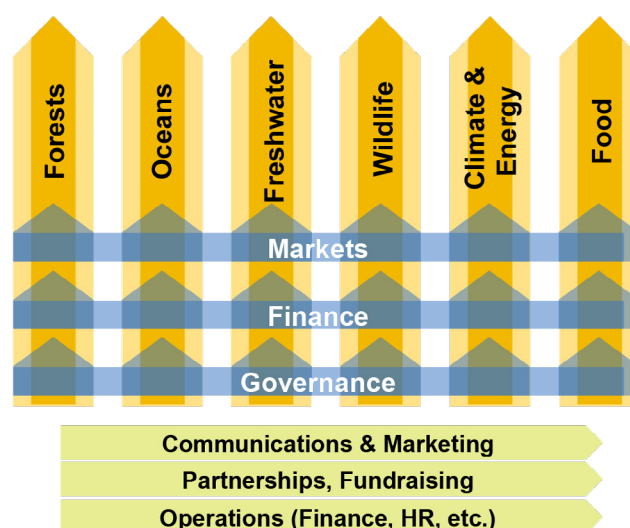
OUR VISION FOR CHANGE

BETTER CHOICES



HOW WE MAKE IT HAPPEN

6 global goals, 3 cross-cutting drivers, delivered by powerful communities of practice partners





© Ilana Grostern / Unsplash

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

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

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms such as the [UN Global Compact](#), [Science Based Targets](#), the [Consumer Goods Forum](#)) to make ambitious commitments (and to engage in public policy discussions at global and local level, and supporting credible certification schemes (e.g. [Forest Stewardship Council](#) (FSC), [Aquaculture Stewardship Council](#) (ASC), [Roundtable on Sustainable Palm Oil](#) (RSPO), [Roundtable on Responsible Soy](#) (RTRS). We also publish scorecards and reports on company or sector performance (e.g. [palm oil scorecard](#); [soy scorecard](#), and [sustainable cotton ranking](#)), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. [Seize Your Power](#), [Virunga](#), [Reviving the Oceans Economy](#)), as well as work in partnership with individual companies.

This report presents an overview of the partnerships that this WWF-Canada office has with individual companies.

WWF's CORPORATE PARTNERSHIPS

Our cooperation with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public. In general, we distinguish three types of partnerships with companies:

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 conservation goals.

Partnerships with NGOs and companies allow us to engage in constructive dialogue while challenging each other with real issues. As such, opportunities and risks exist for both parties. WWF mitigates risks by ensuring clear guidelines and criteria for interactions with partners are in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

TRANSPARENCY AND ACCOUNTABILITY

We consider results and impact, both qualitative and quantitative, to be essential. We advocate transparency in action by all stakeholders as a crucial step toward sustainability. Accountability for results and transparency to our supporters and our members on how we deliver those results are of utmost importance to our approach of working in a constructive, cooperative manner with all our partners, including those in 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-Canada 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; and
- Directly support WWF conservation projects.

WWF-Canada 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 the financial year 2020, income from corporate partnerships represented 6.2 per cent of WWF-Canada's total income.



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INFORMATION ON WWF-CANADA CORPORATE PARTNERSHIPS

The following list of companies is an overview of all the corporate partnerships that WWF-Canada has with an annual budget of greater than CAD \$30,000 in the 2020 financial year. Details of each partnership can be found below:

1. RBC Foundation
2. Loblaw Companies Limited
3. Coca-Cola Canada
4. Domtar Corporation
5. Royal & Sun Alliance Insurance Company
6. Kimberly-Clark Corporation
7. Maple Leaf Foods Inc.
8. Dandurand Group
9. The Nissan Canada Foundation
10. Ferrero Canada Ltd.
11. Rogers Communications Inc.
12. BMO Financial Group
13. The CSL Group Inc. - Groupe CSL Inc.
14. IKEA Canada



RBC FOUNDATION

Using technology to fill gaps in freshwater data.

The RBC Foundation is a Canadian Registered Charity and focuses on preparing youth for the future of work, protecting the environment and helping emerging artists thrive.

Across Canada, data deficiency is a serious obstacle to understanding the health of our freshwater ecosystems. Without a clear picture of watershed health, decisions could unwittingly compromise local water quality or flows (naturally fluctuating water levels), with long-term impacts on local communities, quality of life and wildlife habitat. With generous funding from the RBC Foundation, WWF-Canada is using emerging technologies to modernize freshwater management to benefit communities and wildlife across Canada.

One such project was Generation Water, WWF-Canada's first technology challenge. WWF-Canada's 2017 Watershed Reports identified two priority problems for Canada's freshwater: high threats to urban watersheds and missing data across the country. These priorities were represented in the two problem briefs for the challenge. We wanted to move beyond good ideas to tangible solutions that will have meaningful impact for water. Our hope was that by using new technologies, or finding novel approaches for existing methods, we would discover previously unexplored paths toward healthy freshwater. We welcomed varied technology-enabled solutions that used hardware and/or software to achieve conservation outcomes. We chose four ventures as award recipients for their technologies that will drive meaningful benefits to water in Canada. Each venture received a grant and space in a partner accelerator programme. All four ventures successfully completed the programme and moved forward their solutions for increasing and improving freshwater data and reducing threats to freshwater ecosystems.

Industry:
Banking

Type of partnership:
Philanthropic partnership

Conservation focus:
Freshwater

FY2020 budget range:
\$500,000 - \$1,000,000

LOBLAW COMPANIES LIMITED

Engaging Canadians as stewards for nature.

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

In 2020, Loblaw, in partnership with WWF-Canada, became the first major retailer to sell Ontario native plants grown from source-identified and ethically collected seed. Together we began a major shift in the supply chain for native plants throughout Southern Ontario by sourcing native plants for sale in Loblaw stores. This partnership provided resources and science-based input to create a more sustainable supply chain for Loblaw's PC branded plants and the programme enabled people in Ontario to contribute to healthier, less fragmented ecosystems in Southern Ontario, which will help migratory and local wildlife thrive.

Loblaw is also the co-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. In 2020, as local health restrictions prevented group cleanup activities from operating as usual, the programme pivoted to engage the public through online awareness activities and the promotion of solo or household cleanups.

WWF-Canada also continues to support Loblaw in maintaining their commitment to sourcing sustainable seafood to sell in their retail stores.

Industry:
Retail

Type of partnership:
Philanthropic partnership, communications and awareness raising, driving sustainable business practices

Conservation focus:
Wildlife, freshwater, oceans

FY2020 budget range:
\$250,000 - \$500,000

COCA-COLA CANADA

Restoring freshwater and keeping plastic out of nature.

In 2019, Coca-Cola Canada continued their support of projects that make positive improvements to the health of freshwater ecosystems across Canada through direct, on-the-ground restoration initiatives to benefit the people and wildlife that depend on freshwater.

In the 2019-2020 school year, WWF-Canada's Living Planet @ Campus programme, with support from the Coca-Cola Foundation, selected five campuses across Canada for recycling bin grants and distributed 85 new bins to increase waste diversion as part of a Recycling Bin Grant Program pilot project. The aim of this granting programme is to increase accessibility of recycling opportunities for over 146,000 students, staff and faculty.

Coca-Cola Canada was also the co-presenting sponsor of the 2020 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.

Industry:
Beverages

Type of partnership:
Communications and awareness raising, philanthropic partnership

Conservation focus:
Wildlife, freshwater

FY2020 budget range:
\$250,000 - \$500,000



© Paul Vecsei / Engbretson Underwater Photography / WWF-Canada

DOMTAR CORPORATION

Implementing sustainable forest management practices.

Domtar is the largest integrated manufacturer and marketer of uncoated free sheet paper in North America and the second largest in the world, based on production capacity.

Domtar is a long-standing global partner of WWF, with a commitment to jointly improve practices in the North American forestry, pulp and paper industry since 2001. The global partnership has primarily focused on implementing sustainable forest management practices and introducing better, more responsible paper products to the market. Domtar's packaging features the panda logo and includes educational content, driving awareness of the Forest Stewardship Council® (FSC®)-certification with paper consumers, as well as the importance of conserving our forest resources. An annual contribution is made to WWF in the United States and Canada from the sale of FSC® Certified EarthChoice® products to support conservation efforts.

Industry:
Forestry, pulp and paper

Type of partnership:
Communications and awareness raising

Conservation focus:
Wildlife, forests

FY2020 budget range:
\$100,000 - \$250,000

Industry:
Insurance

Type of partnership:
Philanthropic partnership

Conservation focus:
Climate & energy, freshwater

FY2020 budget range:
\$100,000 - \$250,000

ROYAL & SUN ALLIANCE INSURANCE COMPANY

Building Canada's resilience in the face of climate change.

Royal & Sun Alliance (RSA) Canada is one of the oldest insurance companies in Canada, with roots dating back to 1833. They currently employ more than 2,900 people across the country.

WWF-Canada and RSA Canada have worked together for more than a decade, and in 2019 that partnership evolved to focus on building climate-resilient communities in Eastern Canada. Today, the communities in the Wolastoq/Saint John River watershed in New Brunswick are increasingly experiencing the harmful impacts of climate change, including extreme flooding, blizzards and ice-storms and windstorms. With RSA's support, WWF is collaborating with community partners and other river actors to ensure that this river and the communities that rely on it are healthy and resilient. This includes working with communities to assess vulnerabilities and develop

adaptation plans that incorporate nature-based solutions. RSA is a natural partner for this work because they understand the importance of cooperation at the community level during extreme weather crises and the benefits of taking preventative steps to get ahead of the risks people face.

KIMBERLY-CLARK CORPORATION

Engaging consumers in helping protect the world's forests.

Kimberly-Clark is a global company focused on leading the world in providing essentials for a better life. Their products — marketed under such brands as Kleenex, Scott, Andrex, Huggies, Pull-Ups, Kotex, Poise and Depend — are used every day by approximately a quarter of the world's population in more than 175 countries.

Kimberly Clark and WWF are engaging consumers in helping to save the world's forests through the "♥ YOUR PLANET" campaign by raising awareness of the Forest Stewardship Council® (FSC®) logo. The WWF logo is on the package of Kimberly-Clark's North American tissue products certified to FSC® standards, including Kleenex® facial tissue, Scott® paper towels, Viva® paper towels, Cottonelle® toilet paper and Scott® paper towels. Kimberly-Clark is a participant in WWF's Global Forest and Trade Network (GFTN) and supports WWF's efforts to protect forests and other critical ecosystems.

Industry:
Personal care

Type of partnership:
Communications and awareness raising

Conservation focus:
Wildlife, forests

FY2020 budget range:
\$100,000 - \$250,000

MAPLE LEAF FOODS INC.

Mapping Canada's carbon.

Maple Leaf Foods Inc. is a leading sustainable consumer protein company in Canada; it is a carbon neutral company that has a vision to be the most sustainable protein company on Earth and is one of the first companies in Canada to commit to the Science Based Targets initiative, a global effort to drive ambitious climate action in the private sector. Their support has enabled WWF-Canada to enhance our understanding and awareness of how natural carbon solutions may contribute to addressing climate change.

Maple Leaf Foods Inc. supports WWF-Canada's carbon mapping research project to identify how much carbon is stored by natural features across Canada. A key component in determining how Canada's natural features can help reduce carbon emissions to achieve targets set by the Paris Agreement, the ground-breaking project also complements Maple Leaf Foods Inc.'s achievement of becoming carbon neutral.

Industry:
Food and agriculture

Type of partnership:
Philanthropic partnership

Conservation focus:
Climate and energy

FY2020 budget range:
\$25,000 - \$100,000

DANDURAND GROUP

Supporting the Australian Wildlife and Nature Recovery Fund.

Dandurand Group is the largest Canadian family-run alcoholic beverages agency/importer in the country. Sharing a strong heritage spanning over half a century and a deep respect for savoir-faire, it is renowned for carefully and strategically selecting an outstanding portfolio of producers around the globe. We work hand in hand with producers, always pushing boundaries to propel them as leaders in their categories.

Dandurand proudly represents leading Australian wine brands in Canada, offering a wide range of high quality and recognizable products to Canadian consumers.

In January 2020, WWF-Australia responded to devastating bushfires by launching the global Australian Bushfire Recovery Fund and mobilizing urgent response. WWF-Canada set up an emergency fund to support our colleagues working on emergency response, interventions to protect remaining habitat, and restoration of Australia's scorched landscapes. Dandurand Group made a generous donation to this fund.

Industry:
Alcoholic beverages

Type of partnership:
Philanthropic partnership

Conservation focus:
Wildlife

FY2020 budget range:
\$25,000 - \$100,000

While the focus at the peak of the fires was emergency support for frontline organizations doing search, rescue and rehab for injured and affected wildlife, WWF-Australia soon also went to work on habitat recovery and future-proofing the country. Despite the pandemic, WWF-Australia's first wave of response distributed \$8 million across 64 bushfire response projects, including partnering with over 40 wildlife rescue and care organizations across. These efforts included providing food, water and medical airdrops; funding equipment for wildlife hospitals. The second wave of response is focused on protecting and restoring forests and bushland; cultivating habitat connectivity; improving Indigenous and rural fire management; and strengthening endangered species laws and climate policies. As part of their commitment to doubling the koala population on the East Coast, they've even started using drones to spread eucalyptus seeds in fire-affected areas to bring back the beloved marsupial's primary food source.



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THE NISSAN CANADA FOUNDATION

Engaging kids to run for nature.

Created in 1993, the foundation aims to deliver on Nissan's corporate vision of enriching people's lives by improving the quality of life in the communities in which Nissan operates.

In 2020, the Nissan Canada Foundation continued their sponsorship of WWF-Canada's fundraising events: the Kids' Run for Nature and the CN Tower Climb for Nature. Although these events had to be cancelled or revised in 2020 due to COVID-19 health and safety concerns, the support from the Nissan Canada Foundation helped to ensure our conservation work in Canada continued through a time of unprecedented challenges.

Industry:
Automotive

Type of partnership:
Communications and awareness raising

Conservation focus:
Wildlife

FY2020 budget range:
\$25,000 - \$100,000

Industry:
Consumer goods

Type of partnership:
Philanthropic partnership, communications and awareness raising

Conservation focus:
Wildlife

FY2020 budget range:
\$25,000 - \$100,000

FERRERO CANADA LTD.

Inspiring families to explore and discover wildlife.

Ferrero Canada Ltd. is a family company built on a commitment to quality and innovation with rigorous production criteria in sustainability, which are applied all along its value chain in partnership with a multitude of stakeholders.

Ferrero Canada Ltd. and WWF-Canada entered into licensing agreements over multiple years that relate to Ferrero Canada Ltd.'s Kinder® Animal Adventures toy series and the WWF brand, through a partnership badge on packaging and online species-related content. Through various activities and messaging, this partnership aims to inspire families to explore and discover some of the diversity in the animal kingdom. The contest also awards donations to WWF-Canada on behalf of 1,000 secondary prize winners annually. The funds contributed to WWF-Canada support our overall conservation programs.

ROGERS COMMUNICATIONS INC.

Engaging employees to help clean Canada's shorelines.

WWF-Canada and Rogers have been working together for three years to deliver best-in-class employee engagement opportunities for their associates through the Great Canadian Shoreline Cleanup. In 2019, WWF-Canada organized eight clean ups across the country for nearly 600 Rogers employees, removing 841 kilograms of shoreline litter from Canadian waterways. This partnership demonstrates the power of employee engagement and how companies and their employees can come together to help keep our aquatic ecosystems safer and healthier for wildlife and communities.

Industry:
Telecommunications

Type of partnership:
Communications and awareness raising

Conservation focus:
Freshwater

FY2020 budget range:
\$25,000 - \$100,000

Industry:
Banking

Type of partnership:
Communications and awareness raising

Conservation focus:
Wildlife

FY2020 budget range:
\$25,000 - \$100,000

BMO FINANCIAL GROUP

Supporting conservation areas of greatest need.

BMO Financial Group is a leading Canadian bank driven by a single purpose: to Boldly Grow the Good in business and life.

BMO Financial Group has a licensing agreement with WWF-Canada on an Affinity credit card programme that offers customers the opportunity to support WWF through their purchases at no additional cost to them. A percentage of purchases made with BMO's WWF-Canada Mastercard are contributed to support unrestricted conservation activities, enabling WWF to allocate funds to the area of greatest conservation need. The programme has been steadily growing since 2013.

THE CSL GROUP INC - GROUPE CSL INC.

Mitigating the risks of shipping impacts on the North Atlantic right whale.

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-Canada and CSL joined forces in 2018 to support North Atlantic right whale research. This past year, they supported an investigation in Eastern Canada of the long-term trends in incidents involving marine mammals to help understand fishing and shipping impacts on marine life and the potential implications for these sectors, while continuing engagement and advocacy to minimize the impacts of shipping on whales.

Industry:
Shipping

Type of partnership:
Driving sustainable business practices, communications and awareness raising

Conservation focus:
Oceans, wildlife

FY2020 budget range:
\$25,000 - \$100,000

Industry:
Consumer goods

Type of partnership:
Communications and awareness raising

Conservation focus:
Wildlife

FY2020 budget range:
\$25,000 - \$100,000

IKEA CANADA

Supporting WWF-Canada's CN Tower Climb for Nature.

Founded in 1943 in Sweden, IKEA is a leading home furnishing retailer, offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible can afford them. IKEA Canada is part of Ingka Group which operates 374 IKEA stores in 30 countries, including 14 in Canada. Last year, IKEA Canada welcomed 22.9 million visitors to its stores and 178.4 million visitors to IKEA.ca and its mobile app. IKEA Canada operates business through the IKEA vision - to create a better everyday life for the many people and does so through its local community efforts and sustainability initiatives. For more information on IKEA Canada, please visit IKEA.ca.

In 2020, IKEA Canada renewed their sponsorship of WWF-Canada's CN Tower Climb for Nature, an athletic fundraising event. Due to health and safety concerns in light of COVID-19, the 2020 event was modified into a virtual activity. IKEA Canada's support helped ensure that our conservation work in Canada continued through a time of unprecedented challenges.



PARTNERSHIPS WITH AN ANNUAL BUDGET OF CAD 30,000 OR LESS IN FY20 (€25K)

WWF also engages in smaller partnerships that work towards our mission. The following list represents all corporate partnerships that WWF-Canada has with an annual budget of CAD \$30,000 or less (including pro bono or in-kind contributions) in FY20.

- Holt Renfrew & Co., Ltd.
- Spin Master Ltd.
- Bullfrog Power



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The Climate Savers Programme is WWF's global platform to engage business and industry on climate and energy. Member companies take on two commitments: to become the best in class in reducing greenhouse gas emissions and to influence market or policy developments by promoting their vision, solutions and achievements. The intention of the programme is to inspire a change in thinking about climate solutions in companies and encourage them to transform themselves into low-carbon leaders, acting as agents of change within their sphere of influence. This leaves member companies better placed to avoid carbon-related risks while realizing opportunities within their long-term business strategies.

The New Generation Plantations (NGP) platform works toward a vision of forest plantations that contribute positively to the welfare of local communities and do not replace natural forests or other important ecosystems. WWF manages the NGP platform with participation from forest companies and governments around the world. The platform is a place to share ideas and learn about better plantation forestry practices through real-world examples. Participants commit to implementing good forest plantation methods on their own plantations. Through various events and study tours, NGP also seeks to influence other companies and governments to make environmentally and socially responsible decisions on plantation management.

The Global Forest & Trade Network (GFTN) is one of WWF's initiatives to eliminate illegal logging and transform the global marketplace into a force for saving the world's most valuable and threatened forests. GFTN aims to mainstream the principles of responsible forest management and trade as standard practice throughout the global forest products industry by providing technical assistance, partnership and trade opportunities with committed companies. GFTN considers independent, multi-stakeholder-based forest certification to be a vital tool in this process. Nearly 200 companies in 20 countries around the world participate in GFTN.

Living Planet @ Work is a program offered by WWF-Canada that helps bring sustainability to the workplace. We offer strategic guidance, green business ideas and free resources to empower companies and their employees to lead office sustainability within their workplace. Businesses of all sizes and sectors play an important role in helping to conserve the planet for future generations. This program is a platform of resources and materials to help make workplaces more sustainable. Membership does not create a partnership between WWF and the company, nor does it imply an endorsement of any nature by WWF of the company or its products and services.



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