

A large herd of reindeer is scattered across a field of autumn-colored vegetation, including red, orange, and yellow leaves and shrubs. The reindeer have varying shades of brown, grey, and white fur, and many have large, light-colored antlers. The scene is captured from a slightly elevated perspective, showing the animals in their natural habitat.

CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-CANADA CORPORATE
PARTNERSHIPS FISCAL YEAR 2021



© naturepl.com / Tony Wu / WWF

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.

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.

Published in August 2022 by WWF – World Wide Fund For Nature – CANADA (Formerly World Wildlife Fund), Toronto, Canada. Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner.

© Text 2022 WWF-CANADA

All rights reserved.

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

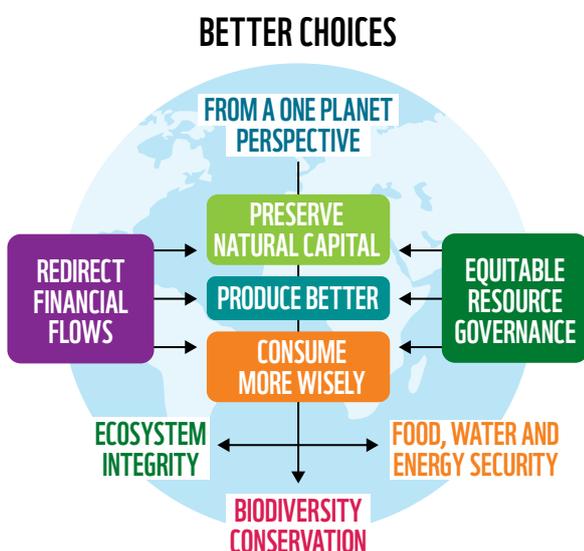
make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

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.

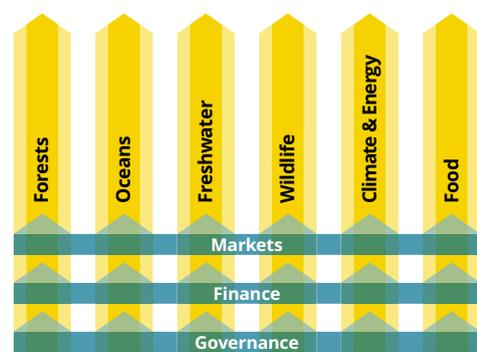
Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. The corporate sector drives much 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.

Our Vision for Change



How we make it happen

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



Communications & Marketing
Partnerships, Fundraising
Operations (Finance, HR, etc.)



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

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 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.

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-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;
- 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 2021, income from corporate partnerships represented 8.7% of WWF-Canada's total income.

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.



© Sarah Pietrkiewicz

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 \$35,000 in the 2021 financial year. Details of each partnership can be found below:

1. **Loblaw Companies Ltd.**
2. **RBC Foundation**
3. **Aviva Canada Inc.**
4. **Walmart Canada Inc.**
5. **Microsoft Canada Co.**
6. **H&M Canada**
7. **Maple Leaf Foods Inc.**
8. **Lowe's Companies, Inc.**
9. **Domtar Corporation**
10. **FedEx Corporation**
11. **Ferrero Canada Ltd.**
12. **The Nissan Canada Foundation**
13. **Proctor & Gamble**
14. **BMO Financial Group**
15. **Quadreal Property Group LP**
16. **CSL Group Inc.**



Industry:
Retail

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

Conservation focus:
wildlife, freshwater, oceans

FY2021 budget range:
\$250,000 - \$500,000

LOBLAW COMPANIES LIMITED

Engaging Canadians as stewards for nature.

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

In 2020, Loblaw Companies Limited, 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 12,000 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. This program enabled people in Ontario to contribute to healthier, less fragmented ecosystems in southern Ontario, which will help migratory and local wildlife thrive.

Loblaw Companies Limited 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 program pivoted to engage the public through online awareness activities and the promotion of solo or household cleanups.

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



RBC FOUNDATION

Using technology to address Canada's freshwater and climate challenges.

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. To tackle the bold vision of ensuring all Canadian waters are healthy, RBC has supported our Watershed Reports, blockchain technology and automation, which has helped give citizens a voice through water monitoring and hold decision-makers accountable for impact to water.

RBC is also helping to address barriers to accurately measure carbon in ecosystems which is integral to understanding the actual climate change mitigation opportunities driven by nature-based climate solutions (NbCS). Current technologies are cost-prohibitive, labour- and time-intensive, or both, meaning that the true carbon impacts of NbCS projects are at best estimated or modelled. The success of our first technology challenge (Generation Water), funded by RBC, laid the groundwork and informed the design and planning for our current Nature x Carbon Technology Challenge which aims to catalyze technologies that measure carbon in terrestrial and coastal ecosystems.

Industry:
Banking

Type of partnership:
Philanthropic partnership

Conservation focus:
Freshwater and Climate & Energy

FY2021 budget range:
\$250,000 - \$500,000

Industry:
Insurance

Type of partnership:
Philanthropic partnership

Conservation focus:
Climate & Energy

FY2021 budget range:
\$250,000 - \$500,000

AVIVA

Restoring nature to fight biodiversity loss and fight climate change.

Aviva Canada, a subsidiary of UK-based Aviva plc, is one of the leading property and casualty insurance groups in the country, providing home, automobile, lifestyle, and business insurance to 2.4 million customers. In 2021, Aviva announced their plan to become a net zero carbon emissions company by 2040, the most demanding target of any major insurance company in the world.

One-third of climate change causing greenhouse gas (GHG) emissions result from the destruction of trees, ground cover, peatlands and coastal plants and ecosystems. To act quickly on the climate emergency, Aviva Canada is investing over \$2-million over three years in WWF-Canada's Nature and Climate Grant Program, to help local groups and Indigenous organizations restore degraded lands and shorelines in order to improve habitats and capture carbon. Nature-based climate solutions use the unique powers of nature to both capture and store carbon. Alongside rapid decarbonization, and with the right restoration actions, nature can deliver as much as 30 percent of the cost-effective emissions reductions needed to achieve the goals set out in the Paris Agreement on climate action by 2030.

Industry:
Retail

Type of partnership:
Philanthropic partnership

Conservation focus:
Community Engagement

FY2021 budget range:
\$25,000 - \$100,000

WALMART

Supporting school-based projects that restore and protect habitats across Canada.

Walmart Canada operates a chain of more than 400 stores nationwide serving 1.5 million customers each day. Since 1994 Walmart Canada has raised and donated more than \$400 million to Canadian charities.

Since 2015, WWF-Canada has funded 369 Go Wild school and campus projects, totaling \$184,500. Whether growing native plant gardens, building bat boxes, monitoring local wildlife, restoring creeks, or raising awareness about conservation issues, every Go Wild project has the same goal: to make a tangible difference for local nature and wildlife. Applications are accepted every fall with projects taking place the following spring and summer. The Go Wild School Grant program is a part of WWF-Canada's Living Planet @ School program, which is generously supported by Walmart Canada

MICROSOFT CANADA CO.

Investing in technology for nature-based climate solutions.

Microsoft is accelerating progress toward a more sustainable future by reducing its environmental footprint, advancing research, helping its customers build sustainable solutions, and advocating for policies that benefit the environment. In 2020, Microsoft announced an ambitious commitment and detailed plan to be carbon negative by 2030 and to remove from the environment all the carbon the company emitted since its founding by 2050. The company has built on this pledge by adding commitments to be water positive by 2030, zero waste by 2030, and to protect ecosystems by developing a Planetary Computer.

Protecting and restoring natural features that catch and store carbon (also referred to as Nature-based climate solutions, or NbCS), plays an important role in achieving our commitments to get to net zero by 2050. But we must be able to measure how much carbon is being captured by nature over time, to ensure we meet those targets. A variety of approaches for carbon measurement already exist, but they often deliver incomplete data and are costly and/or labour and time intensive. Microsoft is a sponsor of WWF-Canada's Nature x Carbon Tech Challenge which aims to catalyze technologies that measure carbon in terrestrial and coastal ecosystems.

Industry:
Technology

Type of partnership:
Philanthropic partnership

Conservation focus:
Climate & Energy

FY2021 budget range:
\$25,000 - \$100,000

Industry:
Retail

Type of partnership:
**Philanthropic partnership,
communications and
awareness raising**

Conservation focus:
Wildlife

FY2021 budget range:
\$25,000 - \$100,000

H&M CANADA

Supporting nature and wildlife in Canada.

H&M Canada is part of The H&M group which has 53 online markets and approximately 4,950 stores in 74 markets including franchise markets.

As part of its ongoing commitment to reducing the use of paper bags and encouraging the use of reusable shopping bags, H&M Canada began charging customers \$0.10 per paper bag. Proceeds from each bag go toward WWF-Canada's environmental conservation work. The initiative aligns with H&M's goal of making all of its packaging reusable, recyclable, and compostable by 2025. The bags are Forest Stewardship Council-certified and made out of 40 percent recycled material.

MAPLE LEAF FOODS INC.

Mapping Canada's carbon.

Maple Leaf Foods Inc. is a leading sustainable consumer protein company in Canada, with a vision to be the most sustainable protein company on earth and one of the first companies in Canada to commit to science-based targets for its sustainability initiatives. Their support has enabled WWF-Canada to enhance our understanding and awareness of how natural carbon solutions may contribute to addressing climate change.

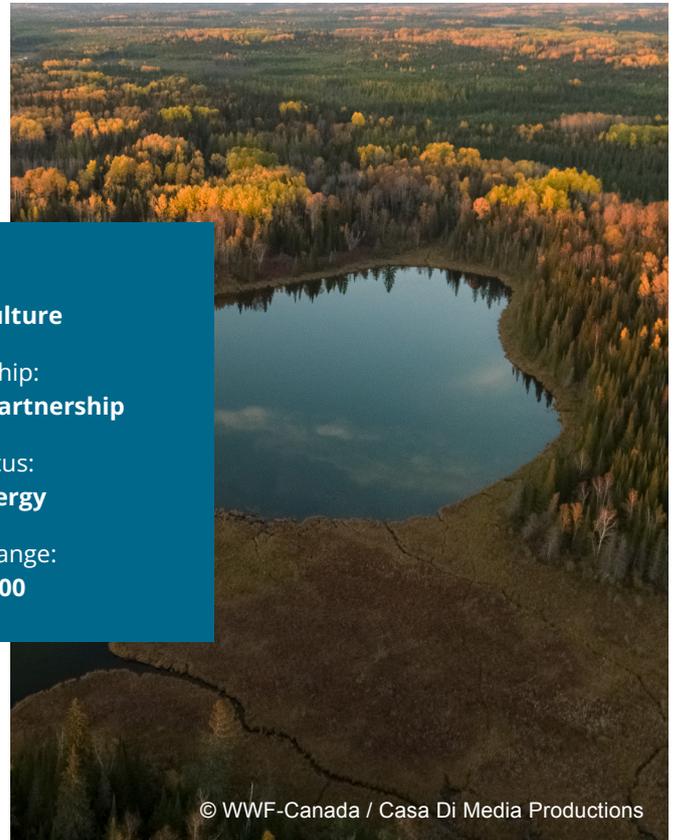
Maple Leaf Foods Inc. supports WWF-Canada's carbon mapping research project as it is a key component to determine how Canada's natural features can help achieve carbon emissions reductions required by the Paris Agreement climate targets. Maple Leaf Food Inc.'s support of this ground-breaking research to identify how much carbon is stored by natural features across Canada complements their carbon neutral goals. It also extends their sustainability work in the business of food and agriculture to broader protection of nature in Canada.

Industry:
Food and agriculture

Type of partnership:
Philanthropic partnership

Conservation focus:
Climate and energy

FY2021 budget range:
\$25,000 - \$100,000



© WWF-Canada / Casa Di Media Productions

Industry:
Retail

Type of partnership:
Philanthropic partnership

Conservation focus:
Forests

FY2021 budget range:
\$25,000 - \$100,000

LOWE'S COMPANIES, LTD.

Lowe's is one of the largest home improvement retailers in the world, committed to helping homeowners, renters and pros improve their homes and businesses.

Globally, Lowe's is a participant in WWF's Global Forest and Trade Network (GFTN-NA) and Climate Business Network. In addition, the collaboration supports Employee Engagement on key sustainability issues such as forests and climate, and climate strategy initiatives. In Canada, Lowe's supports WWF-Canada's research and analysis to determine where nature restoration can offer the greatest benefits for nature, climate and people.

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

FY2021 budget range:
\$100,000 - \$250,000

Industry:
Shipping

Type of partnership:
Philanthropic partnership

Conservation focus:
Climate

FY2021 budget range:
\$25,000 - \$100,000

FEDEX CORPORATION

Supporting efforts towards a more sustainable future.

FedEx provides customers and businesses worldwide with a broad portfolio of transportation, e-commerce, and business services. With annual revenue of \$92 billion, the company offers integrated business solutions through operating companies competing collectively, operating collaboratively, and innovating digitally under the respected FedEx brand.

FedEx Cares, FedEx Corporation's global community engagement program, provided a grant of \$50,000 to support WWF-Canada's work towards solutions for a more sustainable future. Grant recipients were selected by FedEx team members as part of their Priority Earth Global Grant Program.

FERRERO CANADA LTD.

Inspiring children 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 our value chain in partnership with a multitude of stakeholders.

Ferrero Canada Ltd. and WWF-Canada entered into a multi-year licensing agreement that relates Ferrero Canada Ltd.'s Kinder Surprise Natoon toy series to the WWF brand through a partnership badge and online species related content. This partnership aims to inspire children to explore and discover all the diversity the animal kingdom has to offer with various products, messaging and activities, including a contest which awards donations to WWF-Canada on behalf 1000 secondary prize winners. The funds contributed to WWF-Canada support our overall conservation programs.

Industry:
Consumer goods

Type of partnership: **Philanthropic partnership, communications and awareness raising**

Conservation focus:
Wildlife

FY2021 budget range:
\$100,000 - \$250,000

Industry:
Automotive

Type of partnership:
Communications and awareness raising

Conservation focus:
Community Engagement

FY2021 budget range:
\$25,000 - \$100,000

THE NISSAN CANADA FOUNDATION

Engaging campus students to protect and restore 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 2021, the Nissan Canada Foundation became a sponsor of WWF-Canada's Living Planet @ Campus program which is engaging thousands of post-secondary students in activities that address the dual crises of biodiversity loss and climate change. Protecting and restoring nature, advancing the practice of sustainability on a personal and academic level, expanding their network of impact on campus and beyond are just some of the ways that students are leading the transition to a sustainable future.

Industry:
Consumer Goods

Type of partnership:
**Philanthropic,
Communications and
awareness raising**

Conservation focus:
Oceans, wildlife

FY2021 budget range:
\$100,000 - \$250,000

PROCTOR & GAMBLE

Engaging Canadians to protect and restore nature.

P&G is the world's largest consumer goods company, with operations in approximately 70 countries and 5 billion consumers worldwide.

In 2021, P&G Canada supported WWF-Canada's efforts to protect and restore nature through multiple initiatives. Their Venus brand made a \$30,000 donation to in support of programs that help protect and restore Canada's ocean coastlines, and their Herbal Essences brand contributed \$90,000 to support native plant programs. Additionally, P&G Canada launched their P&G Good Everyday Rewards program in which WWF-Canada is a featured charity and receives a donation from P&G based on consumer actions in the program. In addition to this, as part of this program launch, P&G Canada made a \$20,000 donation to support WWF-Canada's conservation efforts.

COCA-COLA LTD.

Restoring freshwater and keeping plastic out of nature.

Coca-Cola is a total beverage company with products sold in more than 200 countries and territories. The company's purpose is to refresh the world and make a difference.

Coca-Cola Ltd. is 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.

Industry:
Beverages

Type of partnership:
**Communications and
awareness raising**

Conservation focus:
Wildlife

FY2021 budget range:
\$100,000 - \$250,000

Industry:
Banking

Type of partnership:
**Communications and
awareness raising**

Conservation focus:
Wildlife

FY2021 budget range:
\$25,000 - \$100,000

BMO FINANCIAL GROUP

Supporting conservation areas of greatest need.

BMO is a leading Canadian bank driven by a single purpose: to Boldly Grow the Good, in Business and Life.

BMO has a licensing agreement with WWF-Canada on an affinity Mastercard credit card program that offers customers the opportunity to support WWF through their purchases. A percentage of purchases are donated to WWF-Canada to support unrestricted conservation activities, enabling WWF to donate to the area of greatest conservation need. The program has been steadily growing since 2013.



© Andrew S. Wright / WWF-Canada

Industry:
Real Estate

Type of partnership:
Communications and awareness raising

Conservation focus:
Community engagement

FY2021 budget range:
\$25,000 - \$100,000

QUADREAL PROPERTY GROUP LP

Quadreal is a global real estate investment, operating and development company headquartered in Canada.

Since 2020, WWF-Canada and QuadReal have partnered to deliver educational webinars to QuadReal employees and tenants with the goal to raise awareness and increase understanding of environmental issues and solutions. Topics include native plant gardening, role of technology in fighting the dual crises of climate change and biodiversity loss, as well as screenings of the Our Planet Our Business documentary.

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 to support North Atlantic right whale research. This past year, they supported an investigation of the long-term trends in marine mammal incidents for eastern Canada to help understand impacts on marine mammals and potential implications for the fishing and shipping 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

FY2021 budget range:
\$25,000 - \$100,000



PARTNERSHIPS WITH AN ANNUAL BUDGET OF CAD 35,000 OR LESS IN FY21 (€25K)

The following list represents all corporate partnerships that this WWF-Canada has with an annual budget of Euro 25,000 or less (including pro bono or in-kind contributions) in FY21.

- **TELUS Corp**
- **Bullfrog Power**
- **Starbucks Coffee Canada Inc.**



© Ethan Daniels / Shutterstock



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 in 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 realising 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 a 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 as a vital tool in this process. Nearly 200 companies in 20 countries around the world participate in GFTN.

WWF’s Green Office is an environmental management system for offices. The aim of the programme is to reduce carbon dioxide emissions and workplaces’ ecological footprint. Green Office is suited to offices in private companies, the public sector and other organisations.

WWF Corporate or Business Clubs are membership programmes that provide a platform for companies locally or regionally to support WWF’s work. Membership in such clubs does not create a partnership between WWF and the company, and does not imply an endorsement of any nature by WWF of the company or its products and services.