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CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-UK'S CORPORATE PARTNERSHIPS FISCAL YEAR 2022

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

NATURE AT THE BRINK

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

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

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

TAKING BOLD COLLECTIVE ACTION

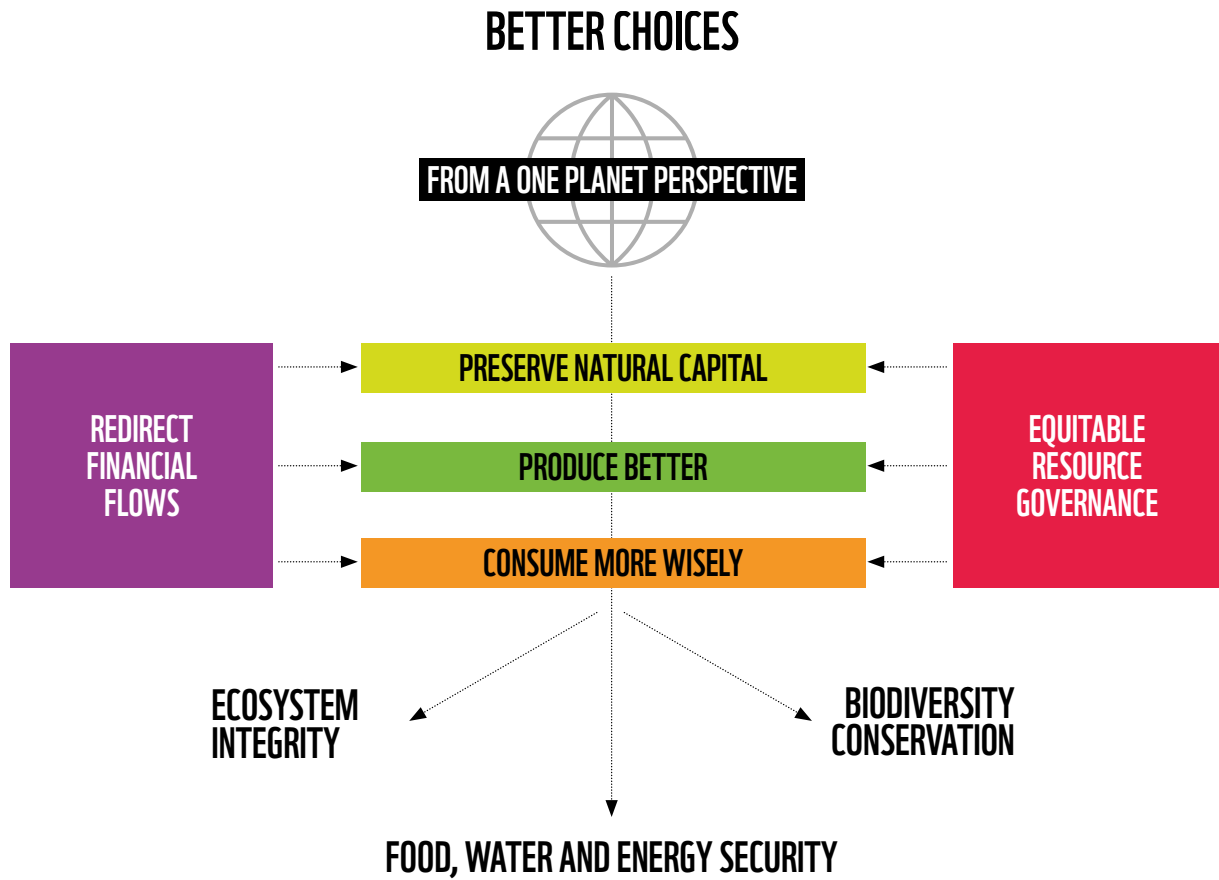
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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

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

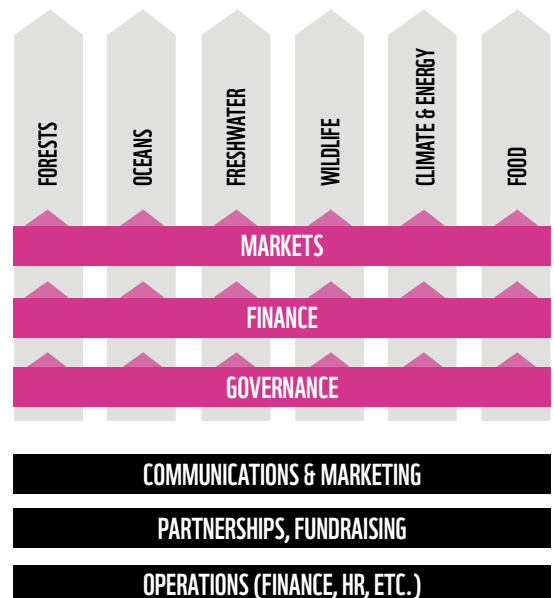
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

WWF'S GLOBAL VISION FOR CHANGE



HOW WE MAKE IT HAPPEN

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



OUR WORK WITH THE CORPORATE SECTOR

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

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

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

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

OUR WORK IN CORPORATE PARTNERSHIPS

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

1. DRIVING SUSTAINABLE BUSINESS PRACTICES

Our partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company's operations and value chain. These intend to reduce the major environmental impacts of some of the world's largest companies, achieve conservation results that would not otherwise be possible, and influence related sectors and markets.

2. COMMUNICATIONS AND AWARENESS RAISING

The second way that WWF partners with the private sector is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of WWF's priority places and species. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as FSC-certified wood, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the tiger.

3. PHILANTHROPIC PARTNERSHIPS

The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation impact.

WWF partners on a philanthropic or awareness-raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

Many partnerships with companies use a combination of these approaches.

WWF works with companies to achieve our conservation goals. NGO and company partnerships involve engaging in constructive dialogue while challenging each other with real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

TRANSPARENCY AND ACCOUNTABILITY

Results and impact, both qualitative and quantitative, are essential for us. We advocate transparency in action by all stakeholders as a crucial step toward sustainability. We believe that accountability for results and transparency to our supporters and our members on how we deliver those results are key to our approach of working in a constructive, cooperative manner with all our partners, including the corporate sector.

We want all our partnerships with companies to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have, therefore, started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the private sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue reporting publicly on all our company relationships, their intent, objectives, and impacts, of which this report is one part. A Global Report of WWF's largest corporate partnerships globally can also be found [here](#).

THIS REPORT

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

- Work with the company to reduce its impacts and footprint and to help shift sectors and markets toward sustainability in line with WWF's global conservation strategy;
- Raise public awareness of key conservation challenges;
- Directly support WWF conservation projects.

This WWF office is responsible for the (contractual) agreement(s) with the companies concerned. The activities of the engagements in many cases take place in other countries or regions.

In FY22, income from corporate partnerships represented 18% of WWF UK's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY22

AB INBEV

For more information click [here](#)

Industry	Food & Drink
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	250,000-500,000

AB InBev and WWF have a long history of working together on sustainability issues across the globe, with a particular focus on water stewardship. We began working together in 2009 as pioneers of 'water foot printing' in the brewing industry before developing a more sophisticated water risk approach to understand the challenges of both water pollution and water scarcity in priority areas. We've explored ways to mitigate those water risks facing businesses, communities and ecosystems through direct supply chain work, collective action and advocacy.

In 2018 we entered a new phase of the partnership to:

- Deliver and enhance our water stewardship strategies.
- Improve water security and prosperity for communities and freshwater ecosystems in key basins for both AB InBev and WWF.
- Show global leadership in water stewardship and influence others to take actions.

AMAZON SMILE

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

Through Amazon Smile, Amazon donates 0.5% of the net purchase price (excluding VAT, returns and shipping fees) of eligible purchases to a charitable organization chosen by customers at the time of purchase.

ARIEL (PROCTOR & GAMBLE)

Industry	FMCG
Type of Partnership	Communications and awareness raising
Conservation Focus of Partnership	Climate & Energy
Budget Range (in EUR)	100,000-250,000

WWF is conducting vital research into how climate change is affecting the environment, and what can be done to tackle this. We worked with Ariel to inform the public about the environmental impact of doing their laundry and the simple changes that can reduce its CO2 footprint, through the on-pack consumer cold wash challenge campaign.

AUSSIE (PROCTOR & GAMBLE)

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

Following a donation from the profits of Aussie's SOS range for the WWF Bushfire Relief fund in Australia, WWF-UK and Aussie have developed a longer-term partnership to help restore Australian habitats. This is funded by donations from purchases of the Aussie haircare products.

AVIVA

For more information click [here](#)

Industry	Insurance, Pensions and Investments
Type of Partnership	Driving sustainable business practices Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy Freshwater Oceans
Budget Range (in EUR)	Over 500,000

Our partnership with Aviva has three core strands:

Transforming the finance sector:

Through the Aviva WWF partnership we're jointly calling on the UK Government to deliver on their commitment to develop a net-zero financial centre, and integrate nature, biodiversity and resilience factors into policy changes.

Last year WWF-UK and Aviva successfully called on the UK Government to introduce mandatory net-zero transitions plans for financial institutions, including a [Transition Plans for a Net-Zero Future paper](#), which the government then announced at COP26.

In May 2022, we released [Aligning the Financial System to Net-Zero](#) setting out future steps we believe the UK Government should take to embed and accelerate the net-zero transition, supported by the financial sector. It spans policy on private sector transition plans, a transitioning planning approach in government, and the integration of nature.

The partnership's third paper, [A UK Net-Zero Investment Plan for Green Growth](#), was released in October 2022, called for a net-zero investment plan, to catalyse private finance to deliver green growth in the UK and deliver wider benefits such as improved energy security and alleviating the rising cost of living.

The partnership's fourth policy paper, [Unlocking Finance for Nature](#), released in December 2022, outlines a seven-step pathway to support governments internationally to mobilise the private finance required to tackle the nature crisis.

Engaging millions of people:

We'll be engaging millions of people across Aviva's core markets in the UK and Canada, inspiring and empowering local communities, individuals, employees, and financial institutions to understand the power of their individual choices and help them take action for our planet and create a world where people and nature thrive together.

Building Climate Resilient Communities:

We're working with communities in the UK and Canada to build healthier and more resilient ecosystems that help reduce the risk of climate-related natural disasters and create wider benefits for people.

The UK is one of the most nature-depleted countries in the world. From the shorelines of Scotland to the Yorkshire Dales, we are working to restore our UK landscape and harness nature to make our country and communities more climate resilient.

CARLSBERG

For more information click [here](#)

Industry	Food & Drink
Type of Partnership	Communications and awareness raising
Conservation Focus of Partnership	Oceans
Budget Range (in EUR)	250,000-500,000

Carlsberg and WWF have joined forces to protect ocean wildlife by restoring precious seagrass along the UK coastline. We're aiming to restore 130,000m² of seagrass in the UK by 2026. We're also inspiring Carlsberg customers to take simple actions that have the power to make a big impact on the environment.

The UK partnership builds on Carlsberg Group and WWF's long history of working together, including the development of Carlsberg's Together Towards Zero programme

HSBC

For more information click [here](#)

Industry	Finance & Banking
Type of Partnership	Driving sustainable business practices/ Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy Forests
Budget Range (in EUR)	Over 500,000

HSBC, WWF and the World Resources Institute (WRI) have joined together to form the Climate Solutions Partnership. This five-year philanthropic collaboration aims to scale up climate innovation ventures and nature-based solutions and help transition the energy sector towards renewables in Asia, by combining our resources, knowledge and insight.

Together, with a network of local partners, we will help climate solutions scale into commercial reality with real-world impact.

This global initiative is powered by \$100m of philanthropic funding from HSBC, allocated across three global themes over five years: climate-related innovation, nature-based solutions and energy efficiency initiatives in Asia. We see these three areas as having potential for significant impact in our mission to achieve a net-zero, resilient and sustainable future.

Innovation: Entrepreneurs and start-ups developing cleaner technology often struggle to access the networks, financial backing and business-to-business support required for success. We will support their efforts through mentorship and connecting them with organisations interested in supporting their growth.

Nature-based solutions are crucial to reducing carbon emissions, so we're backing projects that help protect and restore biodiversity and enhance human wellbeing, and we're demonstrating how nature-based solutions can be deployed at scale.

Energy transition in Asia: Asia accounts for almost half of global energy demand. A successful energy transition from fossil fuels to renewables in this region is therefore critical to tackling climate change. Our projects in Bangladesh, China, India, Indonesia and Vietnam will help shift the energy sector towards renewables, and scale efficiency initiatives in key sectors such as healthcare, textiles and apparel.

Prior to this, HSBC supported WWF's freshwater conservation work for nearly two decades.

JLL

For more information click [here](#)

Industry	Real Estate
Type of Partnership	Driving sustainable business practices Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy
Budget Range (in EUR)	100,000-250,000

A three-year charity partnership which is inspiring JLL employees to fundraise for WWF to support our vital work. JLL is also helping to fund WWF's 'Sustainable Futures' programme, inspiring and encouraging young people in the UK to develop sustainable skills and choose career pathways to build, and thrive in, the net zero economy of the future.

MBNA (LLOYDS BANKING GROUP)

For more information click [here](#)

Industry	Finance & Banking
Type of Partnership	Communications and awareness raising/ Philanthropic partnership
Conservation Focus of Partnership	Unrestricted
Budget Range (in EUR)	250,000-500,000

Since our programme began in 1995, the MBNA WWF credit card has raised over £13 million of unrestricted funds, which have been used to fund our vital conservation projects around the world. Since the takeover of MBNA by Lloyds Bank in 2017, new applications for the WWF credit card are no longer available, but MBNA continues to make contributions to WWF on behalf of existing credit card customers.

MARKS & SPENCER

For more information click [here](#)

Industry	Retail
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Food
Budget Range (in EUR)	250,000-500,000

WWF has worked with M&S since 2007, including supporting the company to launch its Plan A programme, which aims to put sustainability at the heart of the business.

Some of our achievements to date include:

- Supporting communities to catch and farm fish more sustainably through projects in Orkney, Canada, the Philippines, Madagascar, Belize, Honduras and elsewhere, featuring everything from cod to crab.
- From 2009 to 2019 we worked with M&S to promote cotton farming practices that are better for people and nature. Cotton is used to make nearly half the world's textiles, but its cultivation has a massive environmental footprint. We helped M&S reach 100% of the cotton for its clothing coming from more sustainable sources by 2019, by supporting more than 25,000 cotton farmers in India to grow Better Cotton – increasing their income by nearly 40%, while using 55% less pesticide, 40% less chemical fertiliser and 30% less water.
- We are using funding from the Sparks card loyalty club to carry out vital conservation work, including reducing conflict between people and elephants in Asia and improving water management in priority river basins.

NEXT

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

Since October 2011 Next has been supporting WWF's marine protection work in the Celtic Seas through fees charged for carrier bags in Next stores across Wales. In 2015 Next increased its support to WWF by including the proceeds received from its stores in Scotland and in 2020 this was expanded again to include proceeds from Next stores in England.

NOMAD

Industry	Food
Type of Partnership	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Food
Budget Range (in EUR)	100,000-250,000

The Nomad and WWF partnership spanned five European countries - the UK, Spain, Belgium, Portugal and Italy – with the ambition to raise awareness of the importance of biodiversity within agriculture and to drive sustainable agricultural methods in the UK and Italy. Our co-branded packs reached millions of consumers with the aim of inspiring people to protect nature and take action through what they eat.

OLD MOUT

For more information click [here](#)

Industry	Food & Drink
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy Forests
Budget Range (in EUR)	250,000-500,000

WWF-UK is working with Old Mout to protect some of the most important habitats on Earth – including the savannahs of east Africa, and the river basins of China. The most ambitious is an operation to protect 2,000 square kilometres of Amazon rainforest, one of the most biodiverse ecosystems on the planet and crucial in combating climate change. Together with Old Mout, we are raising awareness of climate change issues through social media channels, television, and at summer festivals.

RECKITT

For more information

[AirWick](#)

[Finish](#)

[Reckit](#)

Industry	FMCG
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy Forests Freshwater Wildlife
Budget Range (in EUR)	>3 million

WWF and Reckitt have come together to tackle causes where we can make the most impact. Through our 3-year partnership launched in March 2021, we are helping to restore and protect two key freshwater landscapes: the Amazon and the Ganges. We're aiming to inspire millions of consumers to take action to protect our planet through partnerships with Reckitt's brands. Working with Botanica by Airwick for example, we are protecting and restoring wildflower habitats across the globe.

We're also working with Reckitt to develop innovative solutions for more sustainable business practices and products, including supporting their manufacturing sites to become water stewardship leaders, and engaging Reckitt consumers and employees to make everyday changes to their lives to help our planet. Reckitt's employees around the world are vital to the success of this partnership and we are supporting them with their fundraising, volunteering and behaviour change efforts.

We launched the purpose-led brand campaign with Botanica by Air Wick to protect and restore wildflower habitats across the globe. Here in the UK, this means supporting conservation projects in three key regions: the Wye & Usk river catchment, the Soar River catchment, and East Anglia, with the aim of restoring 20 million square feet of UK wildflower habitat. Alongside our conservation work, we're also asking the public to help bring nature back by turning a corner of their gardens, homes or local communities into nature friendly wildflower havens. Adding native wildflowers into a small area of garden or local green space can help provide more food for pollinators like bees and butterflies, as well as other insects. We have also launched this campaign in eight markets across the WWF Network (including the UK) supporting wildflower restoration around the world.

REVOLUT

For more information click [here](#)

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

WWF-UK and Revolut have been in partnership since July 2019. Revolut runs a digital-only banking app, and their customer can donate to charity by either rounding up spare change on purchases, or by setting up an automated transfer of funds. WWF is one of their charity partners. The funds raised via their customers supports WWF's work to create a world where people and nature thrive. In 2022 donations through the Revolut app reached £1M for WWF.

ROYAL BANK OF CANADA

Industry	Finance
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Wildlife
Budget Range (in EUR)	25,000-100,000

In 2021 the Royal Bank of Canada supported the launch of WWF's Walrus From Space project. The project's aim is to conduct a census of Atlantic and Laptev walrus populations over five years. This will help scientists identify changes over time caused by climate change. The census is being done through citizen science with members of the public searching for walrus in thousands of satellite images taken from space.

SCOTTISH POWER

For more information click [here](#)

Industry	Energy
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Climate & Energy
Budget Range (in EUR)	250,000-500,000

We worked towards the launch of the Better Homes Cooler Planet report which made the case for low carbon technologies and showed how they could reduce bills and increase house value in the UK. The report was featured in outlets including Guardian, Daily Express and Inews with a reach of over 218 million and asks from the report were featured in the Independent Review of Net Zero.

In 2021 we also participated and co-hosted events at COP26 for which ScottishPower was a principal sponsor. As well as engaging in a partnership launch moment and associated communications.

SKY

For more information click [here](#)

Industry	Media
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy Oceans Wildlife
Budget Range (in EUR)	1-3 million

Sky and WWF joined forces in 2009 with a mission to tackle some of the world's most pressing environmental issues, from devastating deforestation in the Amazon, to restoring and protecting ocean habitats and fighting the climate emergency.

In February 2020, Sky set its ambition to be net zero carbon by 2030, two decades ahead of Government legislation. Through the partnership with WWF, Sky is inspiring millions to #GoZero and empower people to build a better world.

From January to June 2021, the Ocean Hero Campaign recruited 280,000 ocean advocates to take-action in their daily lives for a more ocean-friendly lifestyle and called on the UK Government to commit to ocean recovery. Their actions helped drive DEFRA to announce it had banned fishing and other damaging activities from at least five Highly Protected Marine Areas on World Ocean Day 2021.

From June 2021, the next chapter of the Sky and WWF partnership showcases the power of UK nature to the public - its soil, seagrass, peat, plants, trees and more - being celebrated, protected, and restored, as well as its crucial role in combatting climate change. The Force for Nature campaign launched in September and took a physical presence at COP26, as part of a 2-week UK nature installation.

SODEXO

For more information click [here](#)

Industry	Food & Drink
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Food
Budget Range (in EUR)	250,000-500,000

Since 2010 WWF have been working with Sodexo to reduce the company's environmental impact and achieve its carbon reduction target. The partnership was renewed in 2020, which presented an opportunity to make a positive impact on the health of the planet as well as the health of Sodexo's consumers – and to drive larger changes in the food system. Our global partnership with Sodexo is led by WWF France, while WWF-UK leads work with the business specifically on sustainable diets. The objectives for this workstream are to:

- i) Develop and support the implementation of Sodexo's Sustainable Eating Strategy
- ii) Develop and pilot engagement initiatives on the benefits of planet-friendly food choices for people and planet
- iii) Advocate for a culture of environmental responsibility internally, across food service industry and policy

STARLING BANK

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

Starling Bank and WWF are working together to protect and restore forests around the world. Through this partnership, Starling supports WWF's Trillion Trees programme, which is a joint venture for forest protection made up of three of the world's largest conservation organisations: BirdLife International, Wildlife Conservation Society (WCS) and World Wildlife Fund (WWF). Collectively, their vision is to see one trillion trees regrown, saved from loss, and better protected around the world by 2050.

TESCO

For more information click [here](#)

Industry	Retail
Type of Partnership	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Climate & Energy Food
Budget Range (in EUR)	1-3 million

In 2018, WWF launched a partnership with Tesco, the UK's biggest food retailer, with a partnership goal to halve the environmental impact of the average UK shopping basket.

We set this goal because we know that putting the food system on a sustainable footing is vital if we are to meet the Triple Challenge of feeding a growing global population while tackling the climate crisis and nature loss. We have been working across seven of the most critical impact areas – from climate to agriculture to food waste – to turn that goal into action and measurable impact.

A major challenge has been to establish the baseline from which to measure our progress. Through the partnership, we led the way in delivering that baseline and, in 2021, four other major UK food retailers joined Tesco in aligning themselves with the goal, signing up - through WWF's Retailers' Commitment for Nature – to work with WWF to halve the environmental impact of UK baskets by 2030.

Our work through the partnership is often behind the scenes, and is focused on helping people enjoy affordable, health and sustainable food. This includes shining a light on hidden issues in the food sector, including the level of food waste on UK farms and providing a roadmap for change, to leading the way in establishing the UK Soy Manifesto, a collective industry commitment to work together on the aim of ensuring UK soy is verified deforestation and conversion free by 2025. And developing a holistic seascape approach – with an initial focus on tuna – that goes beyond current certification schemes, to take into account impacts to the wider ecosystem as well as the social impacts of seafood production.

Since March 2020, Tesco's clothing subsidiary F&F has been in partnership with WWF on a range of sustainable babies and children's clothing, as well as some Home range items, which gives valuable additional funding to support our vital work.

TIKTOK

Industry	Media
Type of Partnership	Communications and awareness raising
Conservation Focus of Partnership	Climate & Energy
Budget Range (in EUR)	25,000-100,000

WWF and TikTok have worked together since January 2021 to establish a fun and innovative channel providing education on key WWF conservation initiatives. This is an engaging way to communicate to new audiences, and we have seen many moments of youth activism focusing on biodiversity and climate change through our trending videos and hashtag challenges

PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR25,000 OR LESS IN FY22

The following list represents all corporate partnerships that this WWF office has with an annual budget of EUR25,000 or less (including pro bono or in-kind contributions) in FY22.

1. **Animal Friends Pet Insurance**
2. **Apple Inc**
3. **AXA UK**
4. **Bank of England**
5. **Bunzl**
6. **Coinstar**
7. **Discovery Channel**
8. **Focus Multimedia**
9. **GoodLoop**
10. **Google**
11. **Ninety On**
12. **Pets at Home**
13. **PwC**
14. **Refinitiv**
15. **Spotify**
16. **Velux**

For further information on corporate engagement at WWF-UK, please contact:

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Joint Heads of Partnerships (managed)

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**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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