



CORPORATE PARTNERSHIPS REPORT

FY 2023 WWF-HUNGARY MARCH, 2024

WWF is one of the world's largest and most experienced independent conservation organizations, with over 6million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

NATURE AT THE BRINK

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

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

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

TAKING BOLD COLLECTIVE ACTION

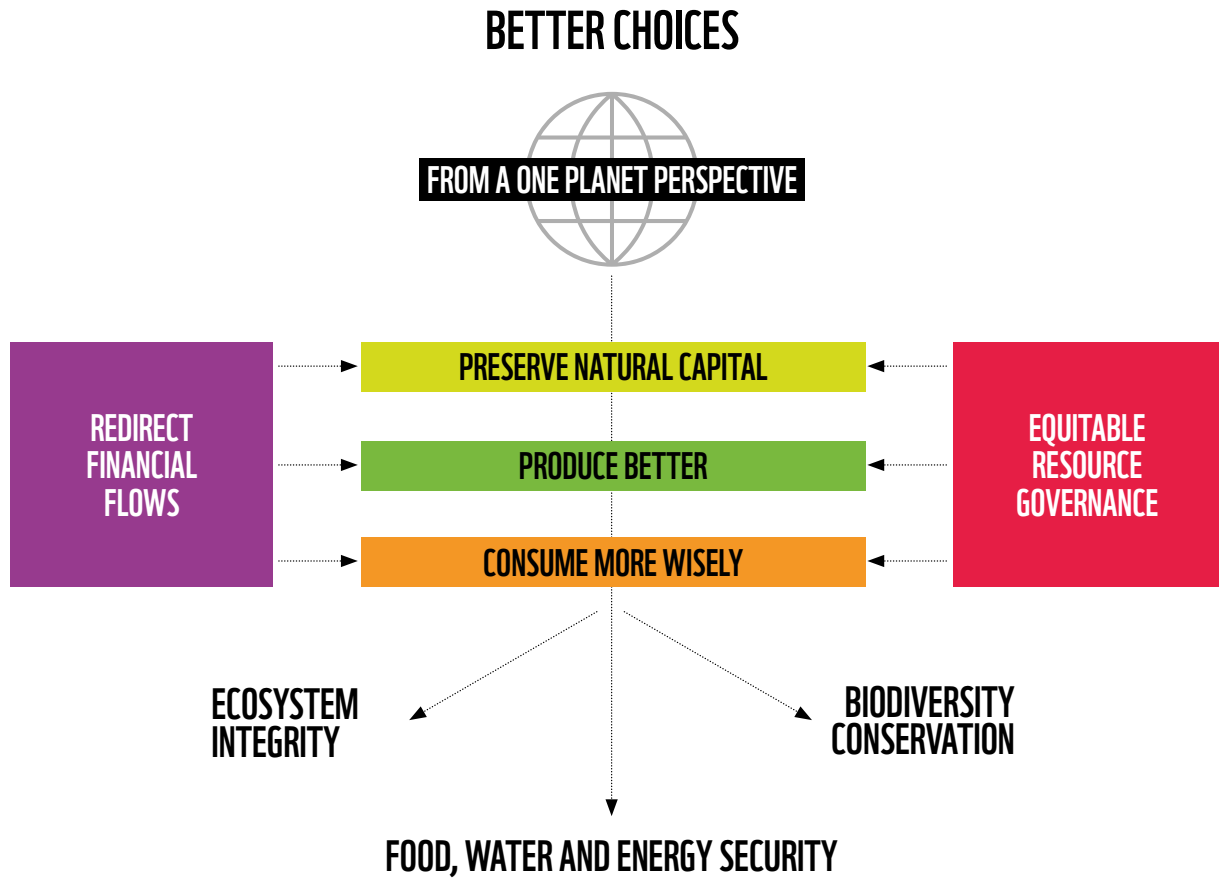
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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

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

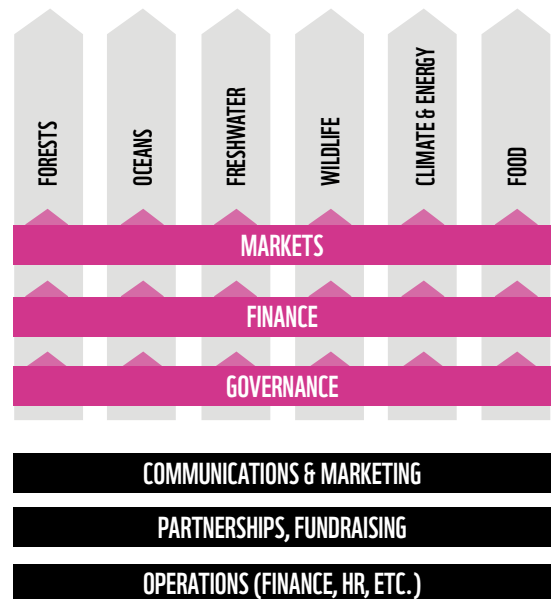
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

WWF'S GLOBAL VISION FOR CHANGE



HOW WE MAKE IT HAPPEN

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

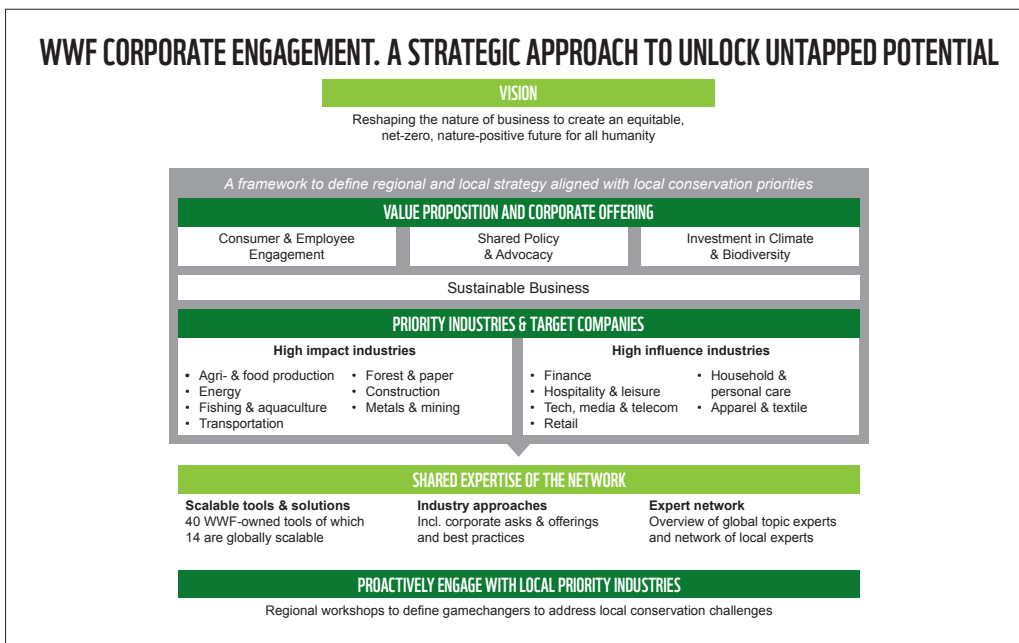


OUR WORK WITH THE CORPORATE SECTOR

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

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

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



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

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

OUR WORK IN CORPORATE PARTNERSHIPS

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

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

1. DRIVING SUSTAINABLE BUSINESS PRACTICES

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

2. COMMUNICATIONS AND AWARENESS RAISING

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

3. PHILANTHROPIC PARTNERSHIPS

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

4. POLICY AND ADVOCACY

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

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

CONSUMER & EMPLOYEE ENGAGEMENT



Drive awareness and activate behavioral change

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

SHARED POLICY & ADVOCACY



Build value chains that value nature

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

INVESTMENT IN CLIMATE & BIODIVERSITY



Conserve nature by investing in nature

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

SUSTAINABLE BUSINESS



Rethink business models for a nature-positive future

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

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

TRANSPARENCY AND ACCOUNTABILITY

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

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

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

THIS REPORT

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

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

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

In FY23, income from corporate partnerships represented 19% of this WWF office's total income.

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

THE COCA-COLA FOUNDATION



Industry	Soft drinks
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	116,000

Thanks to the cooperation, we were able to reconstruct a wetland in Hungary in two big projects (Bridge + Living Danube Partnerships). The focus of the project is on natural water retention, with the help of which the water caused by flash floods can be channeled into a wetland, and during periods of drought, the surrounding croplands can be irrigated.

MNB BANK (HUNGARIAN NATIONAL BANK)



Industry	Finance
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Reforestation field project
Budget Range (in EUR)	115,000

The goal of the cooperation is for the Bank not only to compensate for the carbon dioxide emissions resulting from its operations, but to do it all in such a way as to create a natural habitat that pays particular attention to biodiversity, providing a home to hundreds of species.

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

TESCO



Industry	Food Retailer
Type of Partnership	Communication partnership
Conservation Focus of Partnership	Food
Budget Range (in EUR)	33,800

Tesco and WWF are joining forces to change eating habits to improve health and mitigate the environmental impact of our food. Together we share the ambition of making affordable, healthy and sustainable food available to everyone. The cooperation takes place at the regional level, to which the Hungarian office has also joined. Although the focus is on food, the first step is the education of the employees and individuals regarding the important areas of nature conservation.

LENOVO HUNGARY

Smarter
technology
for all

Lenovo

Industry	IT
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Environmental education
Budget Range (in EUR)	31,300

During the joint work, we developed an environmental education program for high school students, which sensitizes young people to nature conservation with the help of VR technology. During the program, we educated 1,600 students.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR 25,000 OR LESS IN FY23

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

- 1. Colas Hungary**
- 2. Magone Foundation**
- 3. EPAM Systems**
- 4. AEGON**
- 5. Fekete Sas Könyvkiadó**
- 6. Apor Vilmos Főiskola**
- 7. GB Sustainability Audit**
- 8. Greenbors Consulting**
- 9. Highvibes**
- 10. IDC Hungary**
- 11. Magnetbank**
- 12. Magyarországi Éghajlatvédelmi Szövetség**
- 13. MNB Edulab**
- 14. Műtárgy.com**
- 15. CEEweb a biológiai Sokféleségért**
- 16. Engame Akadémia**
- 17. Apriori Culture**
- 18. Dumaszínház**
- 19. FormLabs**
- 20. P2 Office Hungary**
- 21. Bolton Food**
- 22. IBTT**
- 23. Revolut**
- 24. Harper Collins**
- 25. Lime**
- 26. Apple Pay**



**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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Working to sustain the natural
world for the benefit of people
and wildlife.

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