



WWF

REPORT

2017

# CORPORATE PARTNERSHIPS REPORT

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OVERVIEW OF WWF-RUSSIA CORPORATE PARTNERSHIPS  
FISCAL YEAR 2017

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WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

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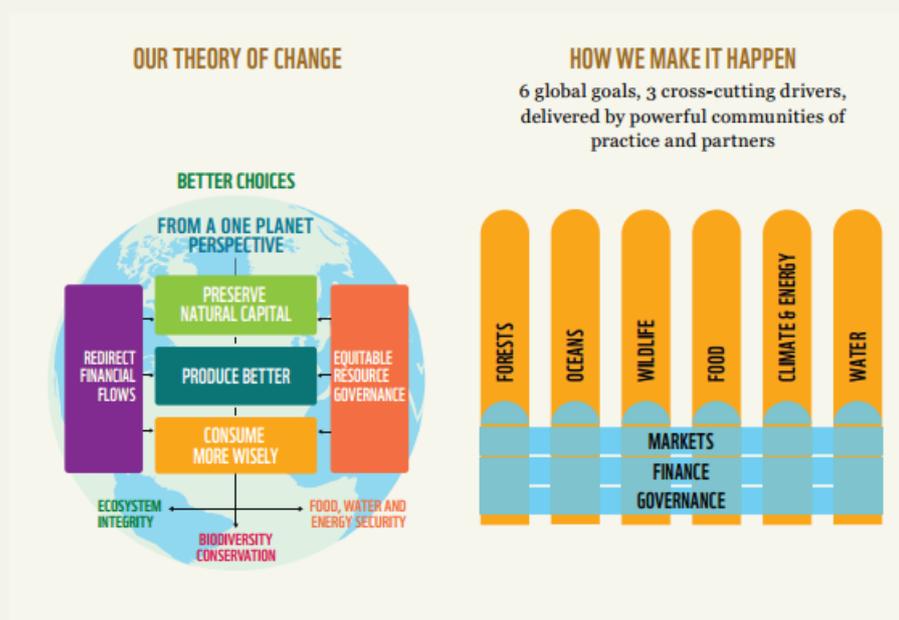
## TAKING BOLD COLLECTIVE ACTION

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

WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – 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 [2016 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.

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 \(FSC\)](#), [Marine Stewardship Council \(MSC\)](#) [Aquaculture Stewardship Council \(ASC\)](#), [Roundtable on Sustainable Palm Oil \(RSPO\)](#), [Roundtable on Responsible Soy \(RTRS\)](#)). We also publish scorecards and reports on company or sector performance (e.g. [palm oil scorecard](#); [soy scorecard](#), and [sustainable cotton ranking](#)), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. [Seize Your Power](#), [Virunga](#), [Reviving the Oceans Economy](#)), as well as work in partnership with individual companies.

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

## WWF'S CORPORATE PARTNERSHIPS

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

1. Driving sustainable business practices;
2. Communications and awareness raising; and
3. Philanthropic partnerships.

### **Driving sustainable business practices**

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

### **Communications and awareness raising**

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

### **Philanthropic partnerships**

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

As this report shows, many partnerships with companies use a combination of these approaches.

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

## TRANSPARENCY AND ACCOUNTABILITY

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.

## THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF-Russia 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- Russia 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 financial year 2017, the total income from business represented % of the total WWF-Russia income.

## INFORMATION ON WWF- RUSSIA CORPORATE PARTNERSHIPS

The following list of companies is an overview of all the corporate partnerships that WWF-Russia has with an annual budget of greater than EUR 25,000. Details of each partnership can be found below:

Yves Rocher
Boeing
Citi Foundation
M.Video
RESO
Coca Cola Foundation
Alfa Bank
Exness
4 sezona
Kastamonu
HSBC
VTB
Stora Enso
Pernod Ricard
Mir vokrug tebya

### YVES ROCHER

The Yves Rocher Foundation helps to organise local and global conservation events and promote environmental knowledge and awareness around the world. Since 2010, WWF in partnership with Yves Rocher has been conducting a forest restoration project. The project was initiated in Arkhangelsk Region with the Altai-Sayan Ecoregion joining in 2012. In total, three million trees within an area of 780 hectares were planted in Arkhangelsk Region and Altai Republic between 2010 and 2013. In 2014, the project was expanded to the central part of Altai Region with the aim of restoring forests that were destroyed by wildfires and industrial logging during the Soviet era. In total, 650 hectares of forest will be restored including 100 hectares in Altai Region and 550 hectares in the Republic of Altai.

Industry

**Perfume and cosmetics**

Type of partnership

**Philanthropic**

Conservation focus of partnership

**Forest**

FY2017 budget range (EUR)

**100 000 - 250 000**

**BOEING** A joint WWF-Russia and Boeing project, The Green Belt of Amur is aimed to conserve the population of the Oriental white stork. Project activities include the enforcement of stork nesting habitat protection, development of legal mechanisms ensuring the long-term conservation of the stork population.

Industry  
**Aircraft**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**Biodiversity**

FY2017 budget range (EUR)  
25 000 - 50 000

**CITI FOUNDATION** Citi Foundation supports projects aimed to improve lives of people in low-income communities around the world. Since 2010 Citi Foundation and WWF-Russia have been working together to facilitate the development of small businesses which should become an alternative to poaching in the key eco-regions. In Altai-Sayan Ecoregion within the snow leopard and argali habitats, local residents receive advice and financial support in order to establish legal businesses, such as rural tourism and ecotourism, the production of souvenirs and felt goods and effective animal husbandry that is not damaging to the unique natural ecosystems. In Kamchatka, businesses that focus on the harvesting, processing and marketing of non-timber forest products have been supported, thereby contributing to the development of sustainable and environmentally responsible forestry. In Kazakhstan and within the project on the restoration of the Caspian tiger, Citi Foundation and WWF-Russia help land-users living within the tiger's former habitat to identify ways of generating income without overexploiting natural resources.

Industry  
**Finance**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**Biodiversity**

FY2017 budget range (EUR)  
100 000 - 250 000

**M.VIDEO** M.Video has been supporting WWF-Russia since 2003. Since 2010, M.Video has been selling special gift cards which feature the WWF logo and a portion of revenue generated through the sale of these cards has been donated to WWF conservation projects. In 2014, together with M.Video, WWF launched a new joint project to protect snow leopard in the Argut River basin (Altai-Sayan Ecoregion). The project is aimed to improve the protection of the snow leopard's key habitat through anti-poaching patrols, monitoring this rare predator and removing poachers' traps.

Industry  
**Retail**

Type of partnership  
**Communication and awareness raising  
Philanthropic**

Conservation focus of partnership  
**Forest Biodiversity**

FY2017 budget range (EUR)  
25 000 - 50 000

**RESO** Since 2002, RESO-Garantia has been donating to WWF conservation projects a portion of revenue generated on each vehicle insurance policy sold. This insurance is called Green Policy KASKO and vehicle owners have been provided with information on what every driver can do to help mitigate global climate change (mostly through cutting CO2 emissions).

Industry  
**Insurance**

Type of partnership  
**Communication and awareness raising Philanthropic**

Conservation focus of partnership  
**Climate Biodiversity**

FY2017 budget range (EUR)  
25 000 - 50 000

**COCA COLA FOUNDATION** Operating through its Foundation, the Coca Cola Company invests in enhancing the sustainability of local communities worldwide. Since 2008, the Company has been supporting the Polar Bear Patrol project which is aimed to protect polar bear in the Arctic. Assisted by the residents of coastal villages and weather station and protected area staff members, the patrols monitor the polar bear population and conduct anti-poaching and environment awareness campaigns.

Industry  
**Beverages**

Type of partnership  
**Sustainable business practises Philanthropic**

Conservation focus of partnership  
**Freshwater Biodiversity**

FY2017 budget range (EUR)  
100 000 - 250 000

**ALFA BANK** In 2005, Alfa-Bank together with WWF launched a co-brand Visa debit card which featured the WWF logo. The Bank donates 0.39% of each purchase made with these cards to WWF conservation projects, thereby not only helping WWF to address important conservation problems but also giving its customers an opportunity to support a good cause.

Industry  
**Finance**

Type of partnership  
**Philanthropic Communication and awareness raising**

Conservation focus of partnership  
**Biodiversity**

FY2017 budget range (EUR)  
100 000 - 250 000

**EXNESS** EXNESS has been a partner of WWF Russia since 2014. Together, WWF Russia and EXNESS, participated in such projects as Persian leopard recovery in the Caucasus, Amur tiger recovery in the Central Sikhote-Alin, and Bear Patrol in Chukotka.

EXNESS extended their cooperation with the World Wide Fund for Nature (WWF) in 2016 in order to continue to support two conservation and recovery of endangered species population projects, polar bears and Persian leopards.

Industry  
**Finance**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**Biodiversity**

FY2017 budget range (EUR)  
50 000 - 100 000

**4 SEZONA** 4 Seasons trade mark has been supporting WWF for many years. Having a polar bear logo, the company provides support to the WWF Russia's project, Bear Patrol. By virtue of this support, inspectors and observers can implement counter poaching raids in time. As a part of the joint project, necessary field and other equipment as well as snowmobile fuel are being purchased. Since 2016, the company has been supporting the Minor Grants Contest for the conservation areas and national parks of Russia.

Industry  
**Food**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**Biodiversity**

FY2017 budget range (EUR)  
25 000 - 50 000

**KASTAMONU** KASTAMONU has been consistently committed to the international environmental standards. The company has been certified by the Forest Stewardship Council (FSC) as well as actively involved in environmental projects of FSC and WWF. The company has been supporting WWF since 2015 and they are a member of the corporate club, general partner of the Parks contest 2016 and a partner in Earth's Hour and A Day of Environmental Duty projects.

Industry  
**Forestry, Paper, Pulp & Wood products**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**Forest**

FY2017 budget range (EUR)  
25 000 - 50 000

**HSBC** HSBC Bank has been supporting the Fund since 2009. As of 2014, the bank is a partner in the white stork conservation in Amur Region. As a result of the bank's aid, special equipment has been purchased for the monitoring and conservation of the food supply and nests of the far-eastern stork.

Industry  
**Finance**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**Biodiversity**

FY2017 budget range (EUR)  
25 000 - 50 000

**VTB** VTB will be donating to WWF Russia 5 million US Dollars over the period of five years. The first instalment of 1 million US Dollars was transferred to the Fund by the bank in September of 2016. The funds will be used for Persian leopard population recovery as well as conservation of Amur tiger, Amur leopard and snow leopard. Under this project, new nature reserves will be created, and maintenance of the existing ones will be provided. Territory planning and social and economic development programs for these regions will be improved. Special focus will be aimed at the counter poaching initiatives, resolution of conflicts between predators and raising of living standards of people in these regions.

Industry  
**Finance**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**Biodiversity**

FY2017 budget range (EUR)  
500 000 - 1 million

**STORA ENSO** The cooperation between Stora Enso and WWF-Russia began in 2000. It started with the establishment of the Pskov Model Forest aiming at introducing the advances Scandinavian forestry technologies in Russia. Since 2010, Stora Enso launched a new project based on yearly cooperation agreements, which are focused on the support of biodiversity protection during logging, promoting advanced practices of effective sustainable forest management, improving the Russian national FSC standard, and promoting new effective forms of forest management certification for small and middle-sized companies. Stora Enso is one of the first companies in Russia who actively supports the Boreal Forest Platform.

Industry  
**Packaging**

Type of partnership  
**Sustainable business practises**

Conservation focus of partnership  
**Forest**

FY2017 budget range (EUR)  
**50 000 - 100 000**

**PERNOD RICARD** Pernod Ricard Rouss together with WWF has been participating in the snow leopard conservation for many years. Funds donated by the company will be used to organize counter poaching raids, purchase and install auto tracking cameras in the ounces' habitat. In addition, specialists will teach the locals how to work with trail cameras, which will help in attracting the indigenous population for the environmental projects in Altai.

Industry  
**Beverages**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**Biodiversity**

FY2017 budget range (EUR)  
**25 000 - 50 000**

**THE WORLD AROUND YOU** In 2011, The World Around You Fund was established. The goal of the Fund is the environmental protection, propaganda of an eco-approach and a healthy lifestyle as well as support of educational and scientific projects. In 6 years of the World Around You Funds operations, they have raised more than 20 million rubles for WWF projects.

Industry  
**Cosmetics**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**Biodiversity**

FY2017 budget range (EUR)  
**50 000 - 100 000**

## OTHER WWF-RUSSIA CORPORATE PARTNERSHIPS

The following list represents all corporate partnerships that WWF-office name has with an annual budget of  $\leq 25K$  EUR

Adcharge Mark
Amsar
Amursky Tiger
Avangard buro
Aveda
Dixy Mark
EkoFoodMarket
Evrocam
Ginza
Gorodskoy centre bronirovaniya i turizma
Ilim
Leroy Merlin
Merchant Ambassador Int
MGTS
More Zhelaniy
Pernod Ricard Kazakhstan
Printdirect
Santehcom
Segegha
Terneyles
Tinkoff bank

**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.

# THE WWF NETWORK\*

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## WWF Offices\*

Armenia	Hong Kong	Suriname
Australia	Hungary	Sweden
Austria	India	Switzerland
Azerbaijan	Indonesia	Tanzania
Belgium	Italy	Thailand
Belize	Japan	Tunisia
Bhutan	Kenya	Turkey
Bolivia	Korea	Uganda
Brazil	Laos	United Arab Emirates
Bulgaria	Madagascar	United Kingdom
Cambodia	Malaysia	United States of America
Cameroon	Mexico	Vietnam
Canada	Mongolia	Zambia
Central African Republic	Mozambique	Zimbabwe
Chile	Myanmar	
China	Namibia	<b>WWF Associates*</b>
Colombia	Nepal	Fundación Vida Silvestre (Argentina)
Croatia	Netherlands	Pasaules Dabas Fonds (Latvia)
Democratic Republic of	New Zealand	Nigerian Conservation Foundation (Nigeria)
Congo	Norway	*As at October 2017
Denmark	Pakistan	
Ecuador	Panama	
Fiji	Papua New Guinea	
Finland	Paraguay	
France	Peru	
French Guyana	Philippines	
Gabon	Poland	
Georgia	Romania	
Germany	Russia	
Greece	Singapore	
Guatemala	Solomon Islands	
Guyana	South Africa	
Honduras	Spain	

# WWF in numbers

**+100**

WWF is in over 100 countries, on 6 continents

**1961**

WWF was founded in 1961



**+5M**

WWF has over 5 million supporters

**+25M**

WWF has over 25 million followers on Facebook, Twitter and Google+



Why we are here

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

[wwf.ru](http://wwf.ru)