



#NaturaEAcasa

CORPORATE PARTNERSHIPS REPORT

FY 2023 WWF- Romania

March 2024

@Chis Timur

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

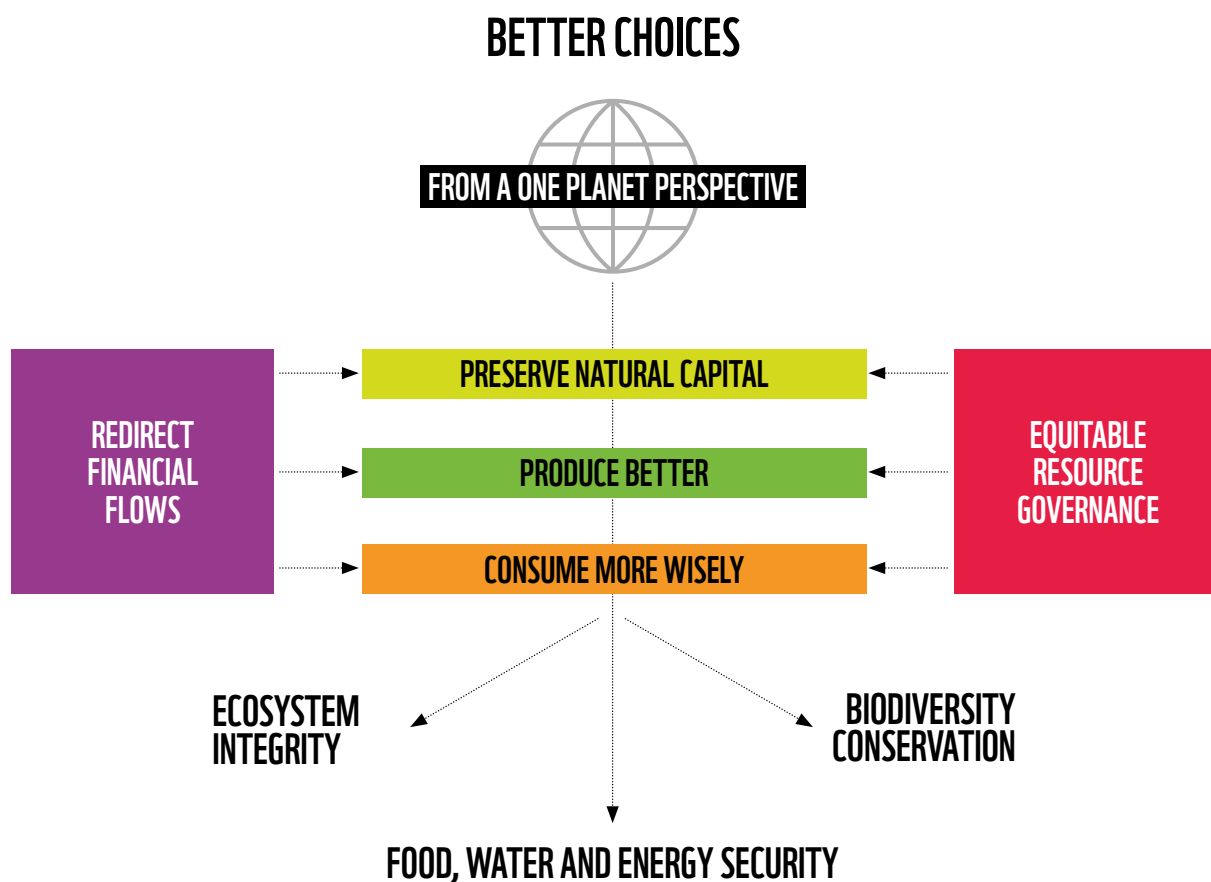
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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.

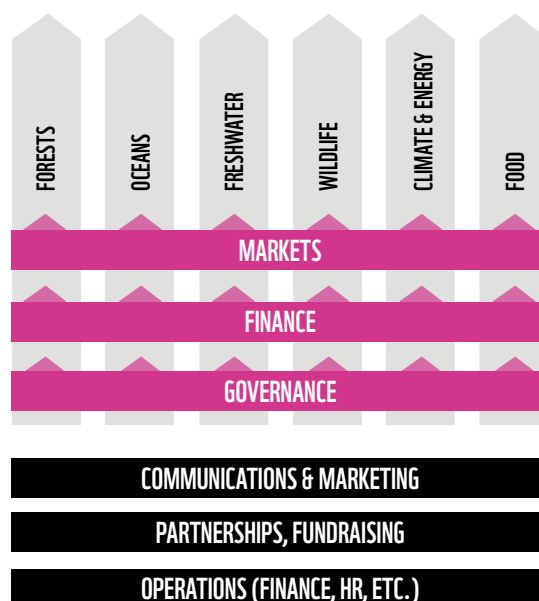
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

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**

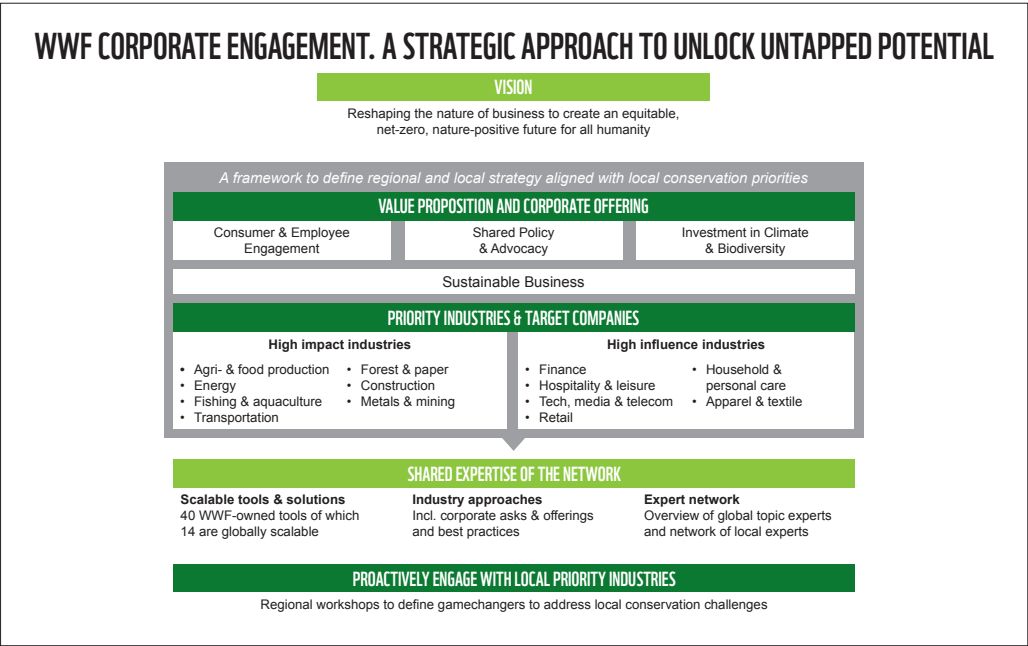


OUR WORK WITH THE CORPORATE SECTOR

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

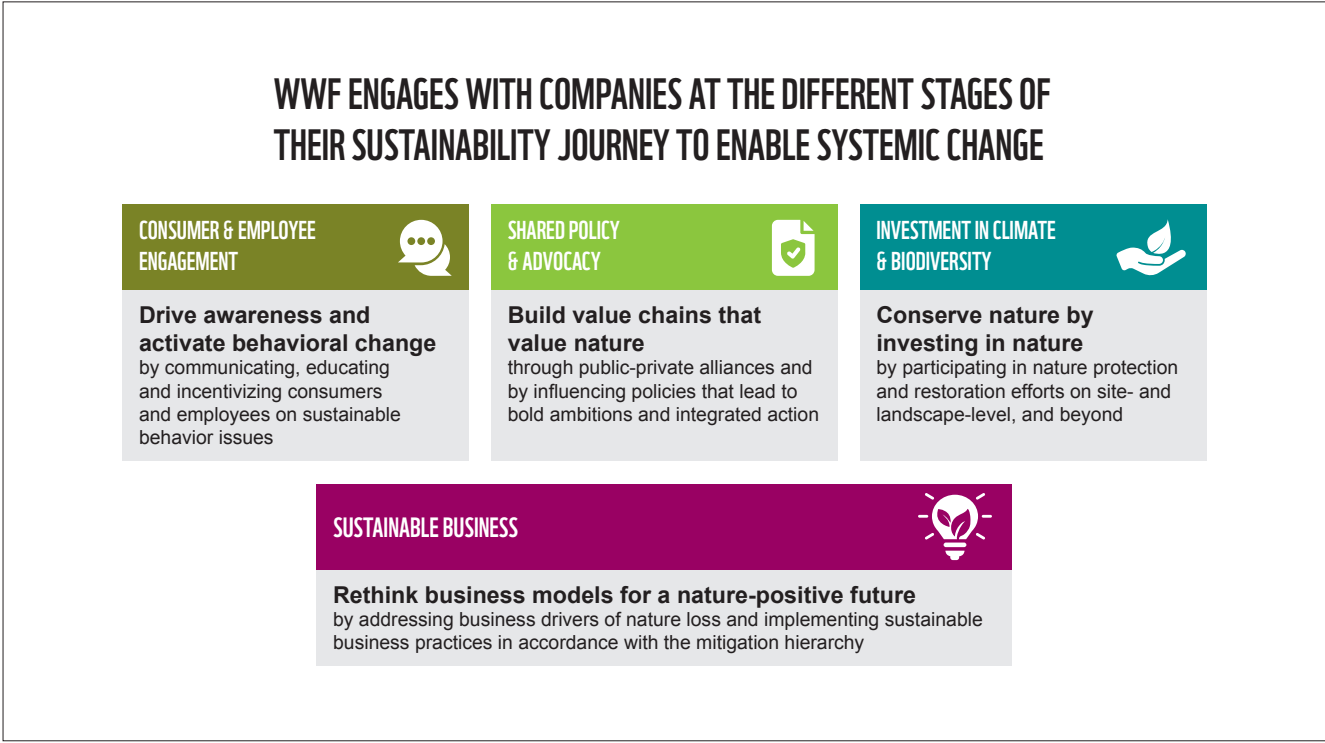
The second way that WWF partners with the private sector is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of WWF's priority 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.



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-Romania 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 30% of this WWF office's total income.

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

COMPANY NAME

BOLTON FOOD

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

BRIEF DESCRIPTION OF PARTNERSHIP

WWF and Bolton Food partnered with WWF in 2016 to help protect a healthy ocean and the livelihoods of the communities that depend on it.

COMPANY NAME

Denнемeyer

Industry	ICT
Type of Partnership	General support
Conservation Focus of Partnership	Climate & Energy Food Forests Freshwater Wildlife/ Biodiversity
Budget Range (in EUR)	25,000-100,000

BRIEF DESCRIPTION OF PARTNERSHIP

Denнемeyer has redirected 20% of corporate income tax to WWF-Romania in order to support our conservation projects in December 2022

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

COMPANY NAME

Garanti BBVA

Industry	Banks&Insurance
Type of Partnership	Communications and awareness raising
Conservation Focus of Partnership	Climate & Energy Food Forests Freshwater Wildlife/ Biodiversity
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	https://wwf.ro/ce-facem/corporate/garanti/

BRIEF DESCRIPTION OF PARTNERSHIP

Garanti BBVA has supported WWF Romania's conservation work since 2010 by redirecting 0.3% of transactions made with the WWF co-branded bonus card.

COMPANY NAME

IKEA

Industry	Retail
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Forests
Budget Range (in EUR)	100,000-250,000
URL link to partnership webpage	https://wwf.ro/ce-facem/corporate/ikea/

BRIEF DESCRIPTION OF PARTNERSHIP

Together with IKEA, we support responsible forest management by implementing projects at regional level, including the promotion of FSC forest management certification.

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

COMPANY NAME

Lidl Romania

Industry	Retail
Type of Partnership	Communications and awareness raising
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	100,000-250,000
URL link to partnership webpage	https://wwf.ro/ce-facem/corporate/lidl/

BRIEF DESCRIPTION OF PARTNERSHIP

Patrula Zero Plastic continued in 2023 with activities involving local communities, authorities, students and ordinary citizens, who together found mechanisms to prevent plastic from ending up in nature. This year, plastic was something to be scared of and brought awareness to the plastic problem in the Danube Delta area and Brasov.

JYSK ROMANIA

Industry	Retail
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	https://wwf.ro/ce-facem/corporate/jysk/

BRIEF DESCRIPTION OF PARTNERSHIP

With the support of JYSK, we ensure that the ecological reconstruction work at Mahmudia-Carasuhat continues. The main activities involve monitoring the fauna and flora in the reconstruction area and supporting the local communities.

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

COMPANY NAME

REVOLUT

Industry	Banks&Insurance
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy Food Forests Freshwater Wildlife/ Biodiversity
Budget Range (in EUR)	25,000-100,000

BRIEF DESCRIPTION OF PARTNERSHIP

In 2019, Revolut launched the "donate" feature, users can donate to WWF projects, and the donations collected from Revolut Romania customers will be used for WWF Romania activities in the Carpathians and along the Danube.

COMPANY NAME

The Coca Cola
Foundation

Industry	Beverages
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	100,000-250,000
URL link to partnership webpage	https://wwf.ro/ce-facem/corporate/coca-cola/

BRIEF DESCRIPTION OF PARTNERSHIP

In 2014, The Coca-Cola Company and WWF announced a broad seven-year partnership to restore wetlands along the Danube. The project is taking place in six countries: Austria, Croatia, Serbia, Bulgaria and Romania. In Romania, ecological reconstruction work is taking place along the Danube between the towns of Gârla Mare and Vrata in Mehedinți county. In 2023, the partnership also had a collective action component on Water Stewardship.

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.AFI Tech Park

2.Autonom

3.Avery Dennison Foundation

4.Benevity

5.Chilli Ideas

6.Dreamland Learning Center

7.IBTT

8.FUNDATIA VERITA 4 ALL

9.ISARA

10.LIME

11.Lavish Software Solutions

12.Parklake

13.Phoenix Media

14.Profine

15.RIMI

16.Societatea Comercială Reflector Ventures

17.SPORT LA ORICE VARSTA

18. TEHNICA IMPEX

19.TERASTEEL

20.Unicredit Leasing

21. WE ARE MONO

22. ZUMM

An aerial photograph of a mangrove forest. A winding river or canal cuts through the dense green vegetation. The water is a murky, brownish-green color. The trees are small and densely packed, creating a textured green landscape. The overall scene is a natural, undisturbed environment.

**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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world for the benefit of people
and wildlife.

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