

A nighttime photograph of Bratislava, Slovakia, showing the illuminated city skyline across a river. The main dome of the Bratislava City Hall is prominent on the left. A bridge with yellow lights spans the river in the middle ground. In the foreground, a rocky shoreline is visible. A small white boat is on the left side of the river.

CORPORATE PARTNERSHIPS

WWF-CEE REPORT

FY 2023

Corporate Partnerships Report – FY 2023

WWF-CEE

March 2024

WWF is one of the world's largest and most experienced independent conservation organizations, with over 6 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 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

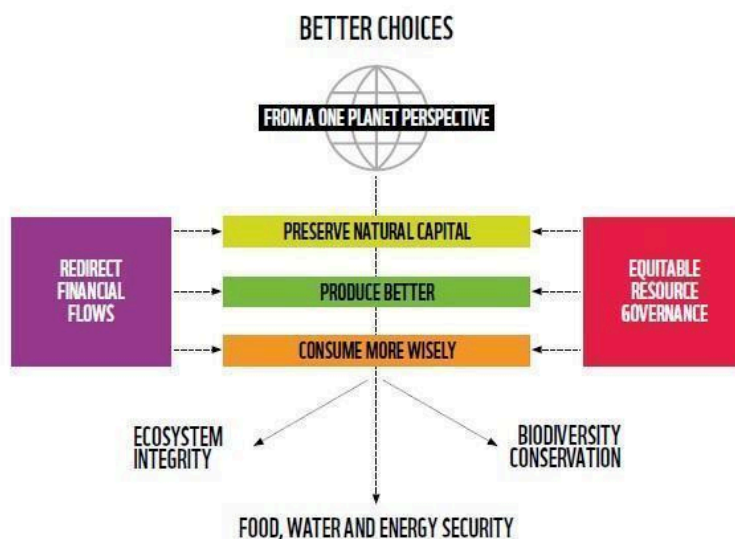
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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.

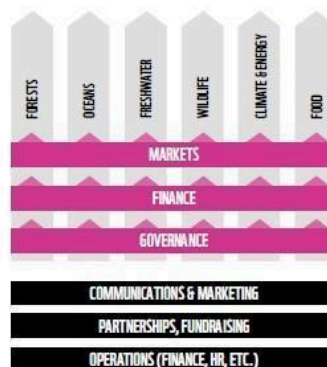
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

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**

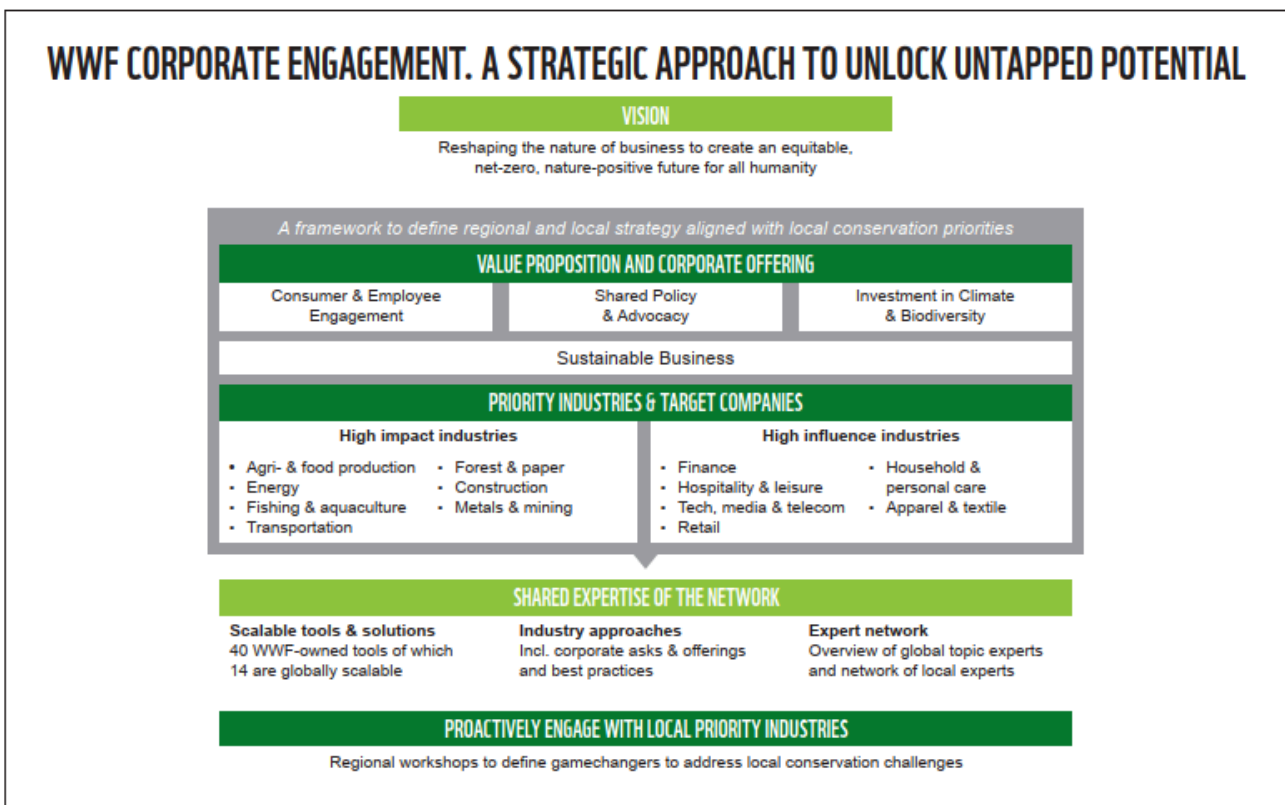


OUR WORK WITH THE CORPORATE SECTOR

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.

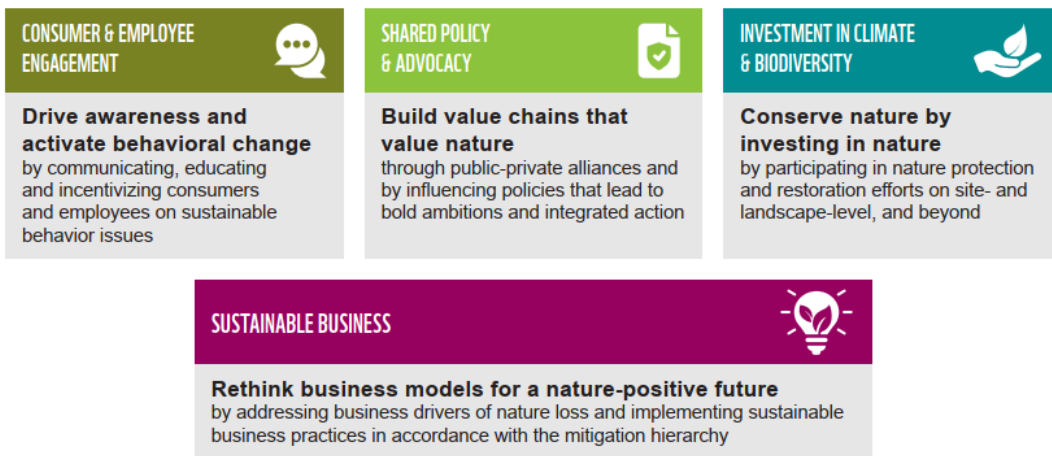
3. Philanthropic partnerships

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



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-CEE 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.

In FY23, income from corporate collaborations represented 25% of WWF-CEE total annual income. Please note that this % is calculated without all the value of the pro-bono support WWF-CEE has acquired/mobilised.

REGIONAL OR MULTI-COUNTRY PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN 250,000 EUR IN FY2023

Company Name	<i>The Coca-Cola Foundation, The Coca-Cola Company</i>
Industry	<i>Beverage</i>
Type of Partnership	Driving sustainable business practices (collective action) Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Climate risk mitigation and adaptation (resilience) Freshwater Biodiversity Governance
Annual Budget Range (in EUR)	500,000-1 million
URL link to partnership webpage	https://wwfcee.org/partnerships/partnership-for-fresh water

BRIEF DESCRIPTION OF PARTNERSHIP

This one-year project (1 December 2022 - 30 November 2023, prolonged without financial extension until 31 May 2024) has contributed to replenishment and improved watershed health in the Danube River Basin by promoting awareness and engagement toward collective action for climate resilience and water stewardship in the Danube basin.

It did this by addressing the private sector and communities:

1. Promoting private sector engagement for water stewardship, including agriculture; and
2. Promoting adaptation to water-related climate change impacts in communities.

Overall results include:

- Establishing the knowledge base and promoting thought leadership on water stewardship and agriculture in the Danube basin.
- Promoting awareness as well as individual and collective action by the private sector concerning water stewardship.
- River and wetland restoration with benefits for water replenishment, biodiversity and adaptation to climate change.
- Communities engaged in adapting to climate change impacts by developing climate change strategies, raising awareness and implementing water-related measures to enhance resilience.
- Programs piloted for supporting communities and engaging youth on water stewardship and climate change adaptation.

Company Name	<i>IKEA</i>
Industry	<i>Furniture/Retailer</i>
Type of Partnership	Driving sustainable business practices Communications and awareness raising Philanthropic partnership General support
Conservation Focus of Partnership	Forests Wildlife/ Biodiversity Finance Markets Governance
Budget Range (in EUR)	250,000-500,000
URL link to partnership webpage	https://ikea.wwf.se/
BRIEF DESCRIPTION OF PARTNERSHIP	
<p>The international partnership with IKEA led by WWF-Sweden on behalf of the WWF Network included work in the CEE region in Bulgaria, Romania, Slovakia, and Ukraine devoted to sustainable forest management and protection. We worked to reset national forest strategies across the whole Central and Eastern region, while maintaining existing best practices. We want to see biodiversity-rich, sustainably managed and climate-resilient forest landscapes that provide a full range of ecosystem services and goods that contribute to the well-being of local communities. In collaboration with various stakeholders in each country, we are developing and advocating a new vision and principles for forest policy development, creating enabling conditions for sustainable forest management and regulation. By together demonstrating new practices on the ground and building public support, we're working to turn this vision into reality.</p> <p>What we plan to achieve by 2025</p> <ul style="list-style-type: none"> • Develop a new forest policy vision in Bulgaria, Romania, Slovakia and Ukraine that results in a restructured forest governance framework to address current and future environmental and socioeconomic challenges. • Enhance biodiversity cover, climate resilience, regeneration and carbon storage in the region's forest landscapes. • Increase the quality of FSC certification, as well as maintain and extend the area of FSC-certified forests in Central and Eastern Europe. • Mobilize wide support for a new forest vision, including among the general public. <p>For more information on our work in the CEE region with IKEA see: https://ikea.wwf.se/projects/responsible-forest-management-for-sustainable-development-in-central-and-eastern-europe/</p>	

Company Name	<i>TESCO</i>
Industry	<i>Food retailer</i>
Type of Partnership	Driving sustainable business practices Communications and awareness raising General support
Conservation Focus of Partnership	Climate & Energy Food Wildlife/ Biodiversity
Budget Range (in EUR)	250,000-500,000

URL link to partnership webpage	https://wwfcee.org/partnerships/partnership-for-sustainable-food
BRIEF DESCRIPTION OF PARTNERSHIP	
<p>The overall objective: to create a more sustainable and affordable everyday shopping basket for the Central European customer.</p> <p>The Tesco-WWF Partnership in Central Europe (2021-2023) focused on three key areas:</p> <ul style="list-style-type: none"> ● Raising awareness amongst Tesco staff of the role they can play in reducing the impact of corporate operations on the environment and nature. ● Stimulating customer interest in, and awareness of sustainable food choices that they can make in their daily lives. ● Working together with suppliers and partners to raise awareness of best practices in sustainable production and ensure affordable choices for shoppers. <p>Key outputs have included:</p> <ul style="list-style-type: none"> ● Series of virtual educational events for Tesco colleagues - “Food for Thought” ● Good for You, Good for the Planet campaign ● WWF Principles for Sustainable Food Systems ● Roundtable for Tesco Product Partners on the Principles for Sustainable Food Systems in CE ● Regional conference on Sustainable Food Systems in Central Europe ● Promotion of the WWF Principles for Sustainable Food Systems in CE (Digital + Events) ● WWF Report on Sustainable Diets in Central Europe ● Tesco colleague trial on the preliminary results from the report Sustainable Diets in Central Europe ● Press conferences announcing the WWF Report on Sustainable Diets in Central Europe ● Roundtables with non-business stakeholders on Sustainable Diets in Central Europe ● Soil Health Guide ● Discussions on certifying fruit and vegetable suppliers of Tesco 	

PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR 250,000 OR LESS IN FY23

The following list represents all corporate engagements -partnerships, supporters or donors that WWF offices in CEE had with an annual budget of EUR 250,000 or less (including pro bono or in-kind contributions) in FY23. Please see the Corporate Engagement reports of each office for a description of individual partnerships.

100-250k	MNB Bank
	Lidl Romania
	SmartWood
	Intesa SaoPaolo/VUB bank

€25-100k	Bolton Food	Kaufland Bulgaria
	SoftServe	Denemeyer
	VELUX	Lenovo Hungary
	Reolut	Garanti BBVA
	F&F	EVN
	JYSK	

< €25k	Fun Radio	Societate Dezvoltare Comercial Sudului	RIMI
	Terasteel	Parklake	IDC Mo. Kiadó és Piack.
	Darujme platform	Phoenix Media	ZUMM
	Unicredit Leasing Romania	Ekopack	Plan A
	Lime	Colas Hungaria	BCause
	Coca-Cola Europacific Partners	Chilli Ideas	LAVISH SOFTWARE SOLUTIONS
	Highvibes Ltd.	EPAM Bulgaria	Autonom
	iCard	EPAM Systems Ltd.Hungary	SMDL Ramus Labs
	Netherlands Chamber of commerce in Slovakia	Fekete sas kiadó	Mediapost Hit Mail Bulgaria
	KPMG Slovakia	Fekete Sas Könyvkiadó	AAPOGEE BUSINESS SERVICES S.A.R.L.
	Zurich Insurance Slovakia	Harper Collins	Iristech
	Avery Dennison Foundation	AFI TECH PARK	Dreamland Learning Center SRL
	Dumaszház Kft.	Infosource EOOD	Zaedno v chas Foundation
	Apple Pay	SPORT LA ORICE VARSTA	APRIORI CULTURA NONPROFIT ZRT
	IBTT	Cargo Wagon	Műtárgy.com Kft.
	Profine	Greenbors Consulting	Tavex
	Coca Cola Hellas	MNB Edulab Kft.	Magyarországi Éghajlatvédelmi Szövetség
	Magonc Foundation	GB Sustainability Audit Kft.	FormLabs Kft.
	ISARA (Deneris Trade)	Unicredit Bulgaria	GEOX
	Mentormate	AEGON	Ducky OOD
	Benevity	Eric-Fusakle	Apor Vilmos Katolikus Főiskola
	Magnetbank	Központ Újbudai Kulturális Ltd	Sipos
	Orange Center	EPAL Bulgaria, Romania, Greece	TST Translations OOD

	Societatea Comercială Reflector Ventures	PhotoMedia EOOD	Engame Akadémia Kft.
	Paysafe	Bee Smart Technologies	CEEweb a Biológiai Sokféleségért
	XcoSports	FUNDATIA VERITA 4 ALL	P2 Office Hungary
	TEHNICA Impex SRL	WE ARE MONO (Printoteca)	My messy tails OOD

For further information on corporate engagement at WWF-CEE, please contact:
 Agnes Romet-Balla, Regional Director for Engagement & Resource Mobilisation
 Email: arometballa@wwfcee.org



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