



CANADA

CORPORATE PARTNERSHIPS REPORT

**OVERVIEW OF WWF-CANADA CORPORATE
PARTNERSHIPS FISCAL YEAR 2019**

For further information on specific partnerships, please contact WWF-Canada:
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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

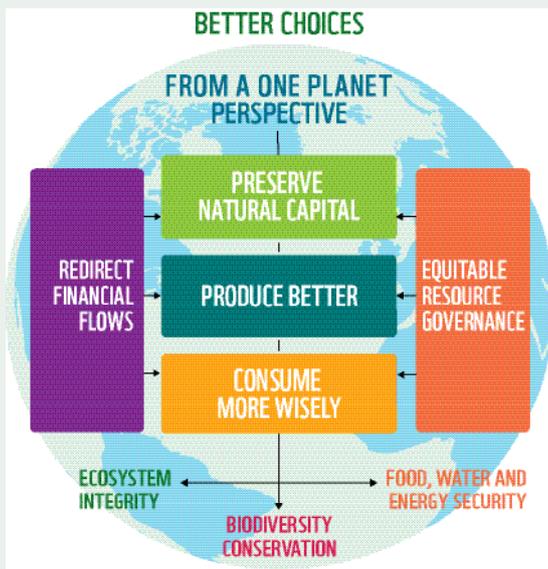
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – on wildlife, forests, oceans, water, 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 drives is strongly inclusive of 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 multinational corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers.

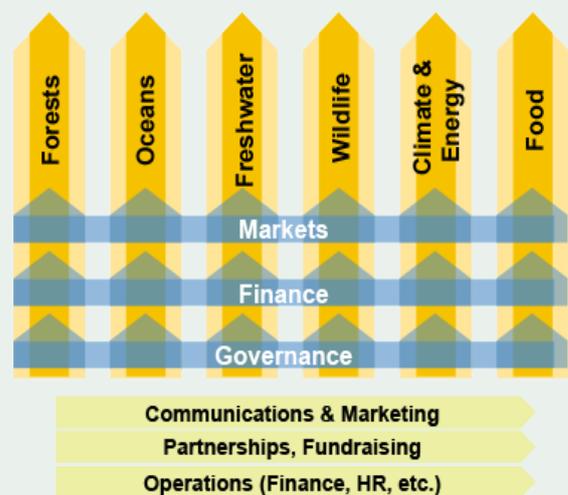
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

OUR 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. As the [2018 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 private 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. The private sector is also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

By working with companies, WWF aims to change behaviour and drive conservation results that would not be possible otherwise.

More specifically, our work with the private 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](#) and the [Consumer Goods Forum](#)) to make ambitious commitments and to engage in public policy discussions, 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-Canada 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:

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.

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 on www.panda.org/business.

THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF-Canada 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 FY19, income from corporate partnerships represented 7.6% of this WWF office's total income.

INFORMATION ON WWF-CANADA CORPORATE PARTNERSHIPS

The following list of companies is an overview of all the corporate partnerships that WWF-Canada has with an annual budget of greater than CAD \$35,000 in FY19. Details of each partnership can be found below:

1. Loblaw Companies Ltd.
2. RBC Foundation
3. Coca-Cola Ltd.
4. Intact Foundation
5. Kimberly-Clark Corporation
6. Lindt & Sprüngli Canada Inc.
7. Royal Sun & Alliance Insurance Company of Canada
8. BMO Financial Group
9. The CSL Group Inc.
10. Domtar Corporation
11. The Nissan Canada Foundation
12. Rogers Communications Inc.

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LOBLAW COMPANIES LTD.

Engaging Canadians as stewards for nature.

Loblaw Companies Limited is Canada's leading food and pharmacy retailer.

Through the Loblaw Water Fund, we're monitoring and restoring freshwater habitat across the country. This granting initiative is open to Canadians working on the ground to monitor and reduce threats to water health to help meet our goal of seeing all Canadian freshwater in good health by 2025. In F19, 12 projects were funded across Canada.

Loblaw is also the co-presenting sponsor of the Great Canadian Shoreline Cleanup, which is Canada's largest environmental action event focused on removing shoreline litter to help create healthy waters for wildlife and communities. It is also the most significant contributor to the International Coastal Cleanup in Canada. In F19, support from Loblaw enabled WWF-Canada to launch Nature Sans Plastic as a regionally focused campaign of the GCSCU to help stop the flow of litter, including plastics, into our waterways.

CORPORATE ID CARD

Industry:
Retail

Type of partnership:
Philanthropic partnership, communications and awareness raising

Conservation focus of partnership:
Freshwater

FY2019 budget range:
\$500,000 - 1,000,000

RBC FOUNDATION

Using technology to fill gaps in freshwater data.

The RBC Foundation is a Canadian Registered Charity and focuses on preparing youth for the future of work, protecting the environment and helping emerging artists thrive.

Across Canada, data deficiency is a serious obstacle to understanding the health of our freshwater ecosystems. Without a clear picture of watershed health, decisions could unwittingly compromise local water quality or flows, with long-term impacts on local economies, quality of life and wildlife habitat. WWF-Canada and RBC are collaborating to use emerging technologies to modernize freshwater management and ultimately benefit communities and wildlife across Canada.

The goal is to build a national program that integrates technology solutions that will catalyze local efforts and achieve national impact by filling the data gaps on freshwater health in Canada. This will allow us to track and measure water health in order to achieve the goal of seeing all of Canada's freshwater in good condition by 2025.

CORPORATE ID CARD

Industry:
Banking

Type of partnership:
Philanthropic partnership

Conservation focus of partnership:
Freshwater

FY2019 budget range:
\$500,000 - \$1,000,000

COCA-COLA LTD.

Restoring freshwater and keeping plastic out of nature.

Coca-Cola Ltd. is working with WWF-Canada to support freshwater restoration and achieve a future in which all Canadian waters are in good condition by 2025. This collaboration includes the WWF-Canada Restoration Fund which supports projects that make positive improvements to the health of freshwater ecosystems across Canada through direct, on-the-ground restoration initiatives to benefit both people and wildlife that depend on freshwater.

Coca-Cola Ltd. was also the co-presenting sponsor of the Great Canadian Shoreline Cleanup, Canada's largest environmental action program focused on removing shoreline litter to help create healthy waters for wildlife and communities. Support from Coca-Cola Canada enabled WWF-Canada to launch Nature Sans Plastic as a regionally focused campaign of the Great Canadian Shoreline Cleanup to help stop the flow of litter, including plastics, into our waterways.

INTACT FOUNDATION

Building urban resilience to climate change.

Making communities more resilient is part of Intact Financial Corporation's purpose. Through the Intact Adaptation Action Grants, the company is helping to protect Canadians from the effects of extreme weather, including floods, wildfires and extreme heat.

In 2018 (FY2019), WWF-Canada received a \$100,000 Intact Adaptation Action Grant, which supported the completion of feasibility studies on WWF-Canada's Blue Montreal project. This project aims to recreate a new urban river, restore water to the urban landscape, improve water management, and strengthen Montreal's resilience to climate change by advancing municipal redevelopment projects that include uncovering underground rivers and building new waterways. Blue Montreal is an innovative approach to building climate resilience and restoring nature and biodiversity in urban areas using nature-based solutions.

CORPORATE ID CARD

Industry:
Beverages

Type of partnership:
Philanthropic partnership, communications and awareness raising

Conservation focus of partnership:
Freshwater

FY2019 budget range:
\$250,000 - \$500,000

CORPORATE ID CARD

Industry:
Insurance

Type of partnership:
Philanthropic

Conservation focus of partnership:
Climate change, biodiversity

FY2019 budget range:
\$100,000 - \$250,000

KIMBERLY-CLARK CORPORATION

Kimberly-Clark is a global company focused on leading the world in providing essentials for a better life. Their products — marketed under such brands as Kleenex, Scott, Andrex, Huggies, Pull-Ups, Kotex, Poise and Depend — are used every day by approximately a quarter of the world’s population in more than 175 countries.

Kimberly Clark and WWF are engaging consumers in helping to save the world’s forests through the “♥ YOUR PLANET” campaign by raising awareness of the Forest Stewardship Council® (FSC®) logo. The WWF logo is on the package of Kimberly-Clark’s North American tissue products certified to FSC® standards, including Kleenex® facial tissue, Scott® paper towels, Viva® paper towels, Cottonelle® toilet paper and Scott® paper towels. Kimberly-Clark is a participant in WWF’s Global Forest and Trade Network (GFTN) and supports WWF’s efforts to protect forests and other critical ecosystems.

CORPORATE ID CARD

Industry:
Personal Care

Type of partnership:
Communications and awareness raising

Conservation focus of partnership:
Wildlife, Forests

FY2019 budget range:
\$100,000 - \$250,000

LINDT & SPRÜNGLI CANADA INC.

Supporting Arctic species conservation.

Lindt & Sprüngli has been a global leader in the premium chocolate sector with a long-standing tradition for 175 years.

Lindt & Sprüngli made a philanthropic contribution to WWF-Canada’s Arctic Species Conservation Fund (ASCF) which supports research and stewardship actions in order to safeguard some of Canada’s most iconic Arctic species. Species of focus include beluga whales, bowhead whales, narwhals, barren-ground caribou, polar bears and walruses. Our team applies ASCF research results to secure meaningful policies and legislation that are effective and appropriate for the conservation of Arctic species, while also drawing on the best available science and Traditional Ecological Knowledge, including the direct engagement of Indigenous peoples. This supports our broader goal for the Arctic: to ensure that this region — including wildlife and the people who depend on healthy wildlife populations — is able to adapt to a changing climate.

Through a public facing campaign with Lindt, customers were able to support WWF-Canada’s Arctic work through a donation made at the point of sale.

CORPORATE ID CARD

Industry:
Consumer Goods

Type of partnership:
Philanthropic partnership, communications and awareness raising

Conservation focus of partnership:
Wildlife

FY2019 budget range:
\$100,000 - \$250,000

ROYAL SUN & ALLIANCE INSURANCE COMPANY OF CANADA

Building Canada’s resilience to climate change.

RSA Canada is one of the oldest insurance companies in Canada with roots dating back to 1833. They currently employ more than 2,800 people across the country.

WWF-Canada and RSA have a 10-year partnership that in F19 evolved to focus on building climate-resilient communities in eastern Canada. Today, the communities in the St. John River watershed are increasingly experiencing the harmful impacts of climate change, including extreme flooding, blizzards, ice and windstorms. With RSA’s support, WWF is collaborating with community partners and other river actors to ensure that this river, and the communities that rely on it, are healthy and resilient.

This includes working with communities to assess vulnerabilities and develop adaptation plans that incorporate nature-based solutions such as restoring ecosystems and building natural infrastructure. RSA is a natural partner for this work because they understand the importance of cooperation at the community level during extreme weather crises, such as flooding, and the benefits of taking preventative steps to get ahead of the risks people face. WWF and RSA’s partnership supports capacity building in the SJR, contributing to flood-resilient communities and river health in the region. It also encourages collaboration and knowledge sharing from the watershed to other high-risk communities across the country.

BMO FINANCIAL GROUP

Supporting conservation areas of greatest need.

BMO is a leading Canadian bank driven by a single purpose: to Boldly Grow the Good, in Business and Life.

BMO has a licensing agreement with WWF-Canada on an affinity Mastercard credit card program that offers customers the opportunity to support WWF through their purchases. A percentage of purchases are donated to WWF to support the unrestricted conservation fund, enabling WWF to donate to the area of greatest need. The program has been steadily growing since 2013.

CORPORATE ID CARD

Industry
Insurance

Type of partnership
Philanthropic partnership

Conservation focus of partnership
Climate & energy, freshwater

FY2017 budget range
\$100,000 - \$250,000

CORPORATE ID CARD

Industry:
Banking

Type of partnership:
Communications and awareness raising

Conservation focus of partnership:
Wildlife

FY2019 budget range:
\$25,000 - \$100,000

THE CSL GROUP INC.

Mitigating the risks of shipping impacts on the North Atlantic right whale.

The CSL Group Inc. (CSL) is a leading provider of marine dry bulk cargo handling and delivery services and the world's largest owner and operator of self-unloading vessels.

Building on years of collaboration, WWF and CSL joined forces in 2018 to support North Atlantic right whale research. Led by Dalhousie University, the Whales, Habitat and Listening Experiment (WHaLE) is a research program in the Gulf of St. Lawrence using mobile autonomous vehicles with passive acoustic monitoring hydrophone systems to detect whales and understand their distribution. This information can be used to inform advocacy and adaptive management plans and may have potential uses for real-time monitoring and alert systems to help the shipping industry avoid vessel strikes.

CORPORATE ID CARD

Industry
Shipping

Type of partnership
Driving sustainable business practices

Conservation focus of partnership
Oceans

FY2017 budget range
\$25,000 - \$100,000

DOMTAR CORPORATION

Domtar is the largest integrated manufacturer and marketer of uncoated free sheet paper in North America and the second largest in the world, based on production capacity.

Domtar is a long-standing global partner of WWF, with a commitment to jointly improve practices in the North American forestry, pulp and paper industry since 2001. The global partnership has primarily focused on implementing sustainable forest management practices and introducing better, more responsible paper products to the market. Domtar's packaging features the panda logo and includes educational content, driving awareness of FSC-certification among paper consumers, as well as the importance of conserving our forest resources. An annual contribution is made to WWF in the United States and Canada from the sale of FSC® Certified EarthChoice® products to support conservation efforts.

CORPORATE ID CARD

Industry:
Forestry, pulp, and paper

Type of partnership:
communications and awareness raising

Conservation focus of partnership:
Wildlife, Forests

FY2019 budget range:
\$25,000 - \$100,000

THE NISSAN CANADA FOUNDATION

Engaging Kids to run for nature.

Created in 1993 the Foundation aims to deliver on Nissan's corporate vision of enriching people's lives by improving the quality of life in the communities in which Nissan operates.

In F19 The Nissan Canada Foundation came on as the national sponsor of WWF-Canada's premier national event series Kids' Run for Nature. The Kids' Run for Nature is a family-friendly one-kilometre (K), 3K and 5K "fun run" taking place in parks across Canada to raise funds for, and awareness of, conservation efforts to reverse the decline of wildlife and help stop climate change. Nissan's support enabled WWF to grow the run series from 20 runs in F18 to 31 runs in F19.

CORPORATE ID CARD

Industry
Automotive

Type of partnership
Communications and awareness raising

Conservation focus of partnership
Wildlife

FY2017 budget range
\$25,000 - \$100,000

ROGERS COMMUNICATIONS INC.

Engaging employees to help clean our shorelines.

WWF-Canada and Rogers have been working together for two years to deliver best-in-class employee engagement opportunities for their associates through the Great Canadian Shoreline Cleanup. In 2019, we organized eight cleanups across the country during which nearly 600 hundred Rogers employees participated to remove 841 kilograms of shoreline litter from our waterways. This partnership demonstrates the power of employee engagement and how companies and their employees can come together to help keep our aquatic ecosystems safer and healthier for wildlife and communities.

CORPORATE ID CARD

Industry
Telecommunications

Type of partnership
Communications and awareness raising

Conservation focus of partnership
Freshwater

FY2017 budget range
\$25,000 - \$100,000

PARTNERSHIPS WITH AN ANNUAL BUDGET OF CAD 35,000 OR LESS IN FY19

The following list represents all corporate partnerships that this WWF office has with an annual budget of CAD 34,999 or less (including pro bono or in-kind contributions) in FY19.

DAVIDs TEA

Bullfrog Power

Mill Street Brewery

Laurentian Bank

For further information on corporate engagement at WWF-Canada, please contact: Kathrin Majic / Director, corporate partnerships / kmajic@wwfcanada.org

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*

WWF Offices*

Armenia	Hong Kong	Spain
Australia	Hungary	Suriname
Austria	India	Sweden
Azerbaijan	Indonesia	Switzerland
Belgium	Italy	Tanzania
Belize	Japan	Thailand
Bhutan	Kenya	Tunisia
Bolivia	Korea	Turkey
Brazil	Laos	Uganda
Bulgaria	Madagascar	United Arab Emirates
Cambodia	Malaysia	United Kingdom
Cameroon	Mexico	United States of America
Canada	Mongolia	Vietnam
Central African Republic	Mozambique	Zambia
Chile	Myanmar	Zimbabwe
China	Namibia	
Colombia	Nepal	WWF Associates*
Croatia	Netherlands	Fundación Vida Silvestre (Argentina)
Democratic Republic of Congo	New Zealand	Pasaules Dabas Fonds (Latvia)
Denmark	Norway	Nigerian Conservation Foundation (Nigeria)
Ecuador	Pakistan	
Fiji	Panama	
Finland	Papua New Guinea	
France	Paraguay	*As at October 2019
French Guyana	Peru	
Gabon	Philippines	
Georgia	Poland	
Germany	Romania	
Greece	Russia	
Guatemala	Singapore	
Guyana	Solomon Islands	
Honduras	South Africa	

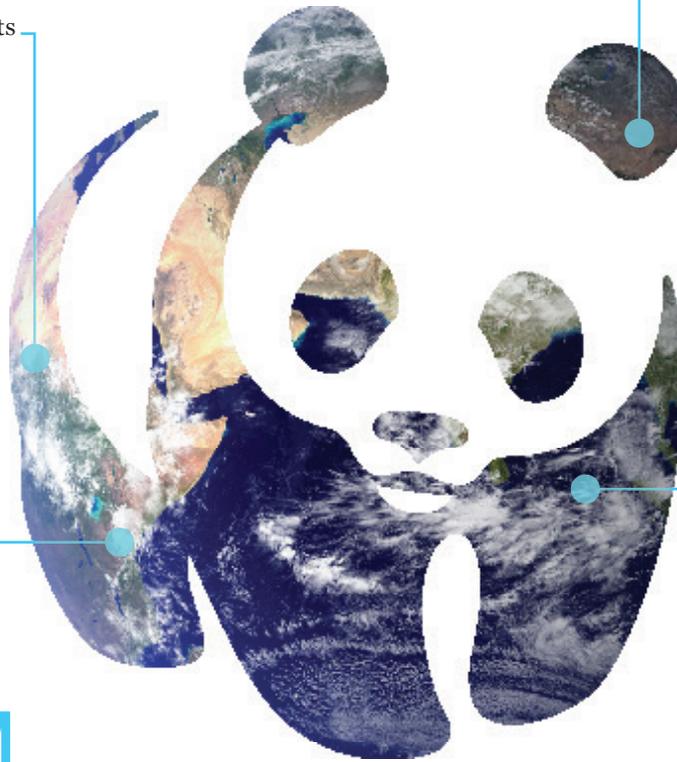
WWF IN NUMBERS

+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+



Restoring habitats and reversing wildlife decline.

WWF.CA