

# CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-CANADA CORPORATE  
PARTNERSHIPS FISCAL YEAR 2022



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For further information on specific partnerships, please contact WWF-Canada:  
Alex Portman ([aportman@wwfcanada.org](mailto:aportman@wwfcanada.org))

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: Indigenous organizations and governments, local communities, 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.

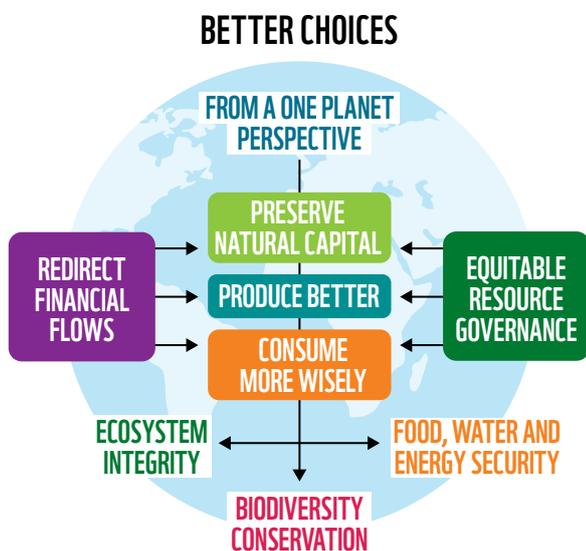
## OUR WORK WITH THE CORPORATE SECTOR

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 2020 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.

## OUR VISION FOR CHANGE



## HOW WE MAKE IT HAPPEN

6 global goals, 3 cross-cutting drivers, delivered by powerful communities of practice partners





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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.
- 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.
- 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 at global and local level; and supporting credible certification schemes such as Forest Stewardship Council (FSC), Aquaculture Stewardship Council (ASC), Roundtable on Sustainable Palm Oil (RSPO), and 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) and 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 working in partnership with individual companies.

This report presents an overview of the partnerships that this WWF-Canada office 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

*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.*

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.



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**WWF-Canada** 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. WWF-Canada manages the risks by having clear guidelines and criteria in place, including a due diligence process based on guidelines developed by WWF International and accredited risk assessment tools. In all relationships, we maintain and exercise our 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 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 and their intent, objectives and impacts, of which this report is one part. A Global Report of WWF's largest corporate partnerships can also be found [here](#).

## 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 to:

- Work with the company to reduce its environmental 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-Canada is responsible for the (contractual) agreement(s) with the companies concerned. In the financial year 2022, income from corporate partnerships represented 8.2 per cent of WWF-Canada's total revenue.

# 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 the 2022 fiscal year. Details of each partnership can be found below:

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1. Aviva Canada Inc.
2. Bell Canada
3. BMO Financial Group
4. Domtar Corporation
5. Ferrero Canada Ltd.
6. H&M Canada
7. Loblaw Companies Ltd.
8. Lowe's Companies, Inc.
9. Maple Leaf Foods Inc.
10. Microsoft Canada Co.
11. Procter & Gamble Canada
12. RBC Foundation
13. Reckitt Benckiser (Canada) Inc.
14. Scotiabank
15. Sony Interactive Entertainment Canada
16. Walmart Canada

**INDUSTRY:**  
Insurance

**TYPE OF PARTNERSHIP:**  
Philanthropic partnership, communications and awareness raising, driving sustainable business practices

**CONSERVATION FOCUS:**  
Climate & Energy, Wildlife

**FY2022 BUDGET RANGE:**  
\$500,000 – \$1,000,000

## AVIVA CANADA INC.

### Restoring nature to fight biodiversity loss and climate change

Aviva Canada, a subsidiary of UK-based Aviva plc, is one of the leading property and casualty insurance groups in the country, providing home, automobile, lifestyle and business insurance to 2.4 million customers. In 2021, Aviva announced their plan to become a net-zero carbon emissions company by 2040, the most ambitious target of any major insurance company in the world.

To act quickly on the climate emergency, Aviva Canada is investing over \$2 million over three years in WWF-Canada's Nature and Climate Grant Program to help local groups and Indigenous organizations restore degraded lands and shorelines to improve habitats and capture carbon. Nature-based climate solutions use the unique powers of nature to sequester carbon. Alongside rapid decarbonization, and with the right restoration actions, nature can deliver as much as 30 per cent of the cost-effective emissions reductions needed to achieve the goals set out in the Paris Agreement on climate action by 2030.



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**INDUSTRY:**  
Telecommunications

**TYPE OF PARTNERSHIP:**  
Philanthropic,  
Communications and  
awareness raising

**CONSERVATION FOCUS**  
Climate

**FY2022 BUDGET RANGE:**  
\$100,000 – \$250,000

## BELL CANADA

### Supporting conservation in Canada

Founded in Montréal in 1880, Bell is Canada’s largest communications company, providing advanced broadband wireless, TV, Internet, media and business communication services throughout the country.

In 2022, Bell donated proceeds of the Bell Blue Box Program to WWF-Canada. The program was promoted primarily via retail store collection points and on social media encouraging customers to bring in old devices for recycling and to raise awareness for WWF-Canada’s Regenerate Canada strategic plan.

**INDUSTRY:**  
Banking

**TYPE OF PARTNERSHIP:**  
Communications and  
awareness raising

**CONSERVATION FOCUS:**  
Wildlife

**FY2022 BUDGET RANGE:**  
\$25,000 – \$100,000

## 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-Canada to support unrestricted conservation activities, enabling WWF to donate to the area of greatest conservation need. The program has been steadily growing since 2013.

**INDUSTRY:**  
Forestry, pulp and paper

**TYPE OF PARTNERSHIP:**  
Communications and  
awareness raising

**CONSERVATION FOCUS:**  
Wildlife, Forests

**FY2022 BUDGET RANGE:**  
\$100,000 – \$250,000

## DOMTAR CORPORATION

### Supporting conservation efforts in Canada

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

Domtar supported WWF with an annual contribution to the U.S. and Canada from the sale of FSC® Certified EarthChoice® products to support conservation efforts.



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**INDUSTRY:**  
Consumer Goods

**TYPE OF PARTNERSHIP:**  
Philanthropic partnership,  
communications and  
awareness raising

**CONSERVATION FOCUS:**  
Wildlife

**FY2022 BUDGET RANGE:**  
\$25,000 – \$100,000

## FERRERO CANADA LTD.

### Inspiring children to explore and discover wildlife.

Ferrero Canada Ltd. is a manufacturer of branded chocolate and confectionery products, and part of the world's largest sweet-packaged food companies.

Ferrero Canada Ltd. and WWF-Canada entered into a multi-year licensing agreement that relates Ferrero Canada Ltd.'s Kinder Surprise Natoon's toy series to the WWF brand through a partnership badge and online species-related content. This partnership aims to inspire children to discover all the diversity the animal kingdom has to offer with various products, messaging and activities, including a contest which awards donations to WWF-Canada to support our overall conservation programs.

**INDUSTRY:**  
Retail

**TYPE OF PARTNERSHIP:**  
Philanthropic partnership,  
communications and  
awareness raising

**CONSERVATION FOCUS:**  
Wildlife

**FY2022 BUDGET RANGE:**  
\$25,000 – \$100,000

## H&M CANADA

### Supporting nature and wildlife in Canada

Hennes & Mauritz AB, or H&M Group, is a multinational clothing company based in Sweden. H&M is the second-largest international clothing retailer in the world and H&M Canada operates 88 stores nationally.

As part of its ongoing commitment to reduce the use of paper bags and encourage reusable shopping bags, H&M Canada began charging customers \$0.10 per paper bag. Proceeds from each bag go toward WWF-Canada's environmental conservation work. The initiative aligns with H&M's goal of making all of its packaging reusable, recyclable and compostable by 2025. The bags are FSC-certified and made out of 40 per cent recycled material.



**INDUSTRY:**

Retail

**TYPE OF PARTNERSHIP:**

Philanthropic partnership, communications and awareness raising, driving sustainable business practices

**CONSERVATION FOCUS:**

Climate, Wildlife

**FY2022 BUDGET RANGE:**

\$250,000 – \$500,000

## **LOBLAW COMPANIES LTD.**

### **Engaging Canadians as stewards for nature.**

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

In 2020, Loblaw Companies Limited, in partnership with WWF-Canada, became the first major retailer to sell native plants grown from source-identified and ethically collected seed. Together, we began a major shift in the supply chain for native plants. Since the launch of this partnership, Loblaw has sold over 137,000 native plants in their stores throughout southern Ontario and Quebec. This partnership provided resources and science-based input to create a more sustainable supply chain for Loblaw’s PC-branded plants. This program enabled people to contribute to healthier, less fragmented ecosystems, which will help migratory and local wildlife thrive.

**INDUSTRY:**

Retail

**TYPE OF PARTNERSHIP:**

Philanthropic partnership

**CONSERVATION FOCUS:**

Forests

**FY2022 BUDGET RANGE:**

\$25,000 – \$100,000

## **LOWE’S COMPANIES LTD.**

### **Supporting scientific analysis and ecosystem restoration**

Lowe’s is one of the largest home improvement retailers in the world, committed to helping people improve their homes and businesses.

Globally, Lowe’s is a participant in WWF’s Forests Forward and Climate Business Network. In Canada, Lowe’s supports WWF-Canada’s research and analysis to determine where restoration would offer the greatest benefits for nature, climate and people as well as on-the-ground restoration initiatives.

**INDUSTRY:**

Food and agriculture

**TYPE OF PARTNERSHIP:**

Philanthropic partnership

**CONSERVATION FOCUS:**

Climate, Biodiversity

**FY2022 BUDGET RANGE:**

\$25,000 – \$100,000

## **MAPLE LEAF FOODS INC.**

### **Supporting scientific analysis and ecosystem restoration**

Maple Leaf Foods Inc. is a leading sustainable consumer protein company in Canada, and one of the first companies in Canada to commit to set science-based targets for its sustainability initiatives.

Maple Leaf Foods Inc. supports WWF-Canada’s restoration analysis to determine where nature restoration could offer the greatest benefits for nature, climate and people as well as on-the-ground restoration initiatives.

**INDUSTRY:**  
Technology

**TYPE OF PARTNERSHIP:**  
Philanthropic partnership

**CONSERVATION FOCUS:**  
Climate & Energy

**FY2022 BUDGET RANGE:**  
\$100,000 – \$ 250,000

## **MICROSOFT CANADA CO.**

### **Investing in technology for nature-based climate solutions**

Microsoft Corporation is an American multinational technology corporation headquartered in Redmond, Washington that is working toward a more sustainable future, including by advancing research on nature-based climate solutions. Microsoft is a sponsor of WWF-Canada's Nature x Carbon Tech Challenge which aims to catalyze effective, affordable and user-friendly technologies that measure carbon in terrestrial and coastal ecosystems to help ensure emissions reduction targets are being met.

**INDUSTRY:**  
Consumer Goods

**TYPE OF PARTNERSHIP:**  
Philanthropic,  
Communications and  
awareness raising

**CONSERVATION FOCUS:**  
climate

**FY2022 BUDGET RANGE:**  
\$100,000 – \$250,000

## **PROCTOR & GAMBLE CANADA**

### **Supporting nature-based climate solutions**

P&G Canada is the world's largest consumer goods company with operations in approximately 70 countries and 5 billion consumers worldwide.

In 2022, P&G Canada supported WWF-Canada's efforts to protect and restore nature through multiple initiatives. Their Tide brand made a \$0.50 donation for each Tide PODS product purchased at Walmart Canada in support of programs that help nature-based climate solutions. Additionally, P&G Canada supports WWF-Canada through their P&G Canada Good Everyday Rewards program in which WWF-Canada is a featured charity and receives a donation from P&G Canada based on consumer actions in the program.

**INDUSTRY:**  
Finance

**TYPE OF PARTNERSHIP:**  
Philanthropic partnership

**CONSERVATION FOCUS:**  
Climate, Technology

**FY2022 BUDGET RANGE:**  
\$250,000 – \$500,000

## **RBC FOUNDATION**

### **Using technology to address Canada's freshwater and climate challenges.**

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

RBC is helping address barriers to accurately measure carbon in ecosystems which is integral to assessing the climate change mitigation opportunities from nature-based climate solutions. Current technologies are cost-prohibitive and/or labour- and time-intensive, meaning true carbon impacts of these projects are at best estimated or modelled. The success of our first RBC-funded technology challenge (Generation Water) laid the groundwork and informed the design and planning for our recent Nature x Carbon Technology Challenge which aimed to advance technologies that measure carbon in terrestrial and coastal ecosystems.

In 2022, after a competitive entry process, the Nature x Carbon Technology Challenge awarded five finalists a \$25,000 grant. These funds were used to field test each team's ideas in local communities and demonstrate the efficacy of their technologies in monitoring and measuring carbon sequestration. After evaluation by a WWF-led panel of experts, three teams were awarded \$100,000 contracts to continue their work with WWF-Canada.



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**INDUSTRY:**  
Consumer goods

**TYPE OF PARTNERSHIP:**  
Philanthropic partnership

**CONSERVATION FOCUS:**  
Wildlife, Climate

**FY2022 BUDGET RANGE:**  
\$100,000 – \$250,000

## RECKITT BENCKISER (CANADA) INC.

### Supporting efforts to regenerate vital wildlife habitat in Canada

Reckitt Benckiser supplies hygiene, health and nutrition brands across the globe. In 2021-22, Reckitt’s Air Wick brand supported WWF-Canada’s efforts to regenerate vital wildlife habitat by planting native plants and harvesting seeds for further distribution. Reckitt funding helped advance WWF-Canada’s Seed Orchard Program, increasing the supply of native seeds and plants available for habitat restoration projects. This will increase the habitat connectivity needed to restore healthy ecosystems throughout southern Ontario.

**INDUSTRY:**  
Finance

**TYPE OF PARTNERSHIP:**  
Philanthropic partnership

**CONSERVATION FOCUS:**  
oceans, climate

**FY2022 BUDGET RANGE:**  
\$100,000 – \$250,000

## SCOTIABANK

### Helping to uncover the power of coastal ecosystems

Scotiabank is a leading bank in the Americas that provides a broad range of financial products and services. With support from Scotiabank, WWF-Canada is working to uncover the power of “blue carbon,” which is carbon absorbed and stored in the plants, algae and sediments of coastal ecosystems. WWF-Canada is leading research and on-the-ground implementation of blue carbon restoration projects across Canada, with the goal of developing and implementing an action plan that will drive significant carbon emissions reductions, regenerate ecosystems, and create examples that can be replicated globally.

**INDUSTRY:**  
Entertainment and Technology

**TYPE OF PARTNERSHIP:**  
Philanthropic partnership, communications and awareness raising

**CONSERVATION FOCUS:**  
oceans, climate

**FY2022 BUDGET RANGE:**  
\$25,000 – \$100,000

## SONY INTERACTIVE ENTERTAINMENT CANADA

### Supporting coastal restoration in Canada

Sony Interactive Entertainment (SIE) delivers innovative and thrilling experiences to a global audience through their PlayStation line of products and services that include generation-defining hardware, pioneering network services, and award-winning games. Headquartered in San Mateo, California, SIE is a wholly owned subsidiary of Sony Group Corporation. In 2022, Sony Interactive Entertainment donated \$1 from each copy of their *Horizon Forbidden West* video game sold in Canada to WWF-Canada, up to a maximum of \$100,000. These funds were used to support habitat restoration, rehabilitating seagrass beds in B.C. to regenerate vital marine wildlife habitat and fight climate change by absorbing carbon.



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**INDUSTRY:**  
Retail

**TYPE OF PARTNERSHIP:**  
Philanthropic partnership

**CONSERVATION FOCUS:**  
Community Engagement

**FY2022 BUDGET RANGE:**  
\$250,000 – \$500,000

## **WALMART CANADA**

### **Supporting school-based projects that restore and protect habitats across Canada**

Walmart Canada is a people-led, tech-powered omnichannel retailer helping people save money and live better with more than 3 million customer visits daily, in-store and online.

From 2020-2023, Walmart Canada has been the national sponsor of WWF-Canada's Living Planet @ School program which calls teachers and students into action to help wildlife and nature thrive with hands-on activities in the school community. The program tracks student results from the school to national level, showcasing the value student actions have when measured together. Walmart Canada also supported efforts to accelerate nature-based climate solutions by developing tools and resources to share WWF-Canada's cutting-edge research and foundational analyses. Together, these can inform decision-making by local and Indigenous communities, governments and businesses to ensure rightsholders and stakeholders take the right action in the right place to provide the most benefit to reduce climate change and reverse biodiversity loss.



## PARTNERSHIPS WITH AN ANNUAL BUDGET OF CAD 35,000 OR LESS IN FY22 (€25K)

The following list represents all corporate partnerships that WWF-Canada has with an annual budget of €25,000 or less, including pro bono or in-kind contributions, in FY22.

1. Amazon Canada
2. Micrylium Laboratories
3. Cascades Inc.

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