



WWF

REPORT

AUS

2019



# CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-AUSTRALIA  
CORPORATE PARTNERSHIPS IN FY2019

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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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Front cover image © Veronica Joseph / WWF-Australia  
Current page image © Christine Hof / WWF-Australia



# 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 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 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-Australia 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 bilateral 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 business is by raising awareness of key environmental issues and mobilising consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of places and species for which WWF stands. 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 unique regions, such as the Arctic or endangered species, like the tiger.

### Philanthropic partnerships

The third approach is articulated through specific program 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 outcomes.

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.

## 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 business.

We want all our partnerships with business to deliver the greatest possible impact, 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 business sector and specifically through our bilateral partnerships.

All WWF offices are committed to report 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-Australia 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-Australia 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 2019, the total income from business represented 7% of the total WWF-Australia income.

WWF works with companies to achieve our conservation goals. Non-government organisation 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.

## INFORMATION ON WWF-AUSTRALIA CORPORATE PARTNERSHIPS

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The following list of companies is an overview of all the corporate partnerships that WWF-Australia has with an annual budget of *greater than* AUD25,000. Details of each partnership can be found below:

Australian Ethical	Phillip Island Nature Parks
Blackmores	Royal Caribbean Cruises Ltd.
The Coca-Cola Foundation	Schneider Foundation
Intrepid Group	Simplot Australia (John West)
Koala	Tiger Beer (International)
Lotterywest	Woolworths
Marina Bay Sands (WWF-Singapore)	

The following list represents all corporate partnerships that WWF-Australia has with an annual budget *up to* AUD25,000

Coles	Play for Purpose
Energetics	Qantas Loyalty
Givenchy	Richmond Football Club
NAP	

WWF-Australia also offers a Workplace Giving Program. For more information please see: <https://www.wwf.org.au/make-a-donation/workplacegiving>

## AUSTRALIAN ETHICAL FOUNDATION

Australian Ethical, an ethical wealth management company, is providing financial and in-kind support to WWF's innovation program, Panda Labs.

The contribution from the Australian Ethical Foundation is helping us build Impactio - a blockchain-powered platform that brings together innovative project leaders, global subject-matter experts and funders to make high-impact projects happen at scale.

## OUR PARTNERSHIP

### INDUSTRY:

Wealth management

### TYPE OF PARTNERSHIP:

Philanthropic

### CONSERVATION FOCUS:

Innovation

### BUDGET RANGE (AUD):

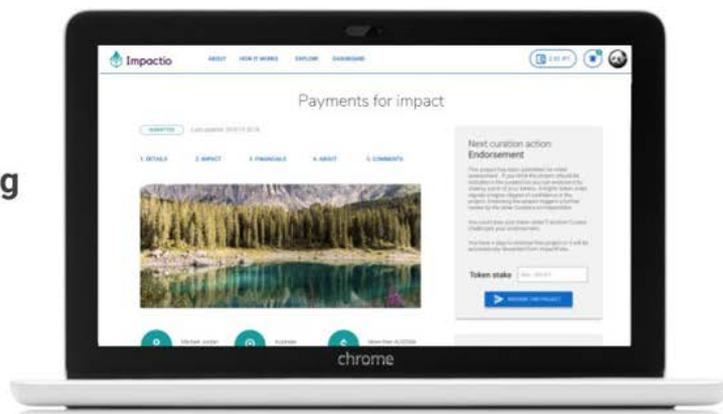
25,000 - 100,000

For more information click [here](#)



### Project curation and funding platform.

Leveraging **collaborative power** to select high-impact projects and unlock **funding at scale** for the Sustainable Development Goals.



## BLACKMORES

WWF-Australia has been in partnership with Blackmores since 2012. Beginning as a three-year engagement aimed at achieving the highest standards for sustainable fish oils. Blackmores signed up to WWF's Global Seafood Charter, which has the objective of safeguarding valuable marine ecosystems and ensuring the long-term viability of seafood supplies. WWF-Australia has also helped in assessing other ingredients used in the company's products, to further improve the sustainability of Blackmores' operation.

Blackmores helped to fund a fisheries improvement project for the Peruvian anchoveta fishery, an important global source of fish oils, and the fishery is now working towards achieving Marine Stewardship Council (MSC) certification. WWF considers MSC to be the world's best standard for sustainable wild-caught seafood and vital to the maintenance of ocean health.

### OUR PARTNERSHIP

#### INDUSTRY:

Consumer brand

#### TYPE OF PARTNERSHIP:

Sustainable business practices

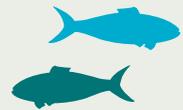
#### CONSERVATION FOCUS:

Oceans & food

#### BUDGET RANGE (AUD):

100,000 - 250,000

For more information click [here](#)



PERUVIAN ANCHOVETA FISHERY IMPROVEMENT PROJECT © WWF / ADRIAN PORTUGAL

# THE COCA-COLA FOUNDATION

Globally, the Coca-Cola Company is in partnership with WWF to conserve the world's freshwater resources and to achieve ambitious goals to reduce the company's ecological footprint. In Australia, the Coca-Cola Foundation has funded a WWF project to help improve the practices of sugar cane growers in Queensland and reduce nutrient and chemical run-off onto the Great Barrier Reef.

Project Catalyst is a pioneering partnership between the Coca-Cola Foundation, WWF, Reef Catchments, Terrain, NQ Dry Tropics, Bayer, the Australian Government and sugar cane farmers that is using innovative land practices to improve water quality and reduce the impact of pollution on this ecological and economic wonder of the world. Working with a group of about 100 sugarcane growers, the project is trialling techniques to improve nutrient, pesticide, and water management. The project has now been running for 11 years and some practices evaluated by the project such as sub-surface application of fertiliser, reduced tillage and matching are being more widely adopted by the cane industry.

## OUR PARTNERSHIP

**INDUSTRY:**

**Beverages**

**TYPE OF PARTNERSHIP:**

**Sustainable business practices;**

**CONSERVATION FOCUS:**

**Food and freshwater**

**BUDGET RANGE (AUD):**

**500,000+**

For more information click [here](#)



© QUEENSLAND GOVERNMENT

## INTREPID TRAVEL AND THE INTREPID FOUNDATION

WWF-Australia and Intrepid Travel established their first partnership in December 2015 to assist conservation efforts of locals in earthquake ravaged regions of northern Nepal. WWF has collaborated with locals of the Langtang National Park since 2007 to improve their land, forest and water resource management practices.

In 2017 WWF-Australia and Intrepid Travel started a second ambitious project in partnership with the Australian Department of Foreign Affairs and Trade (DFAT) through their Business Partnerships Platform. This new project has brought together the Intrepid Group and WWF to establish community-based tourism in the Madi Valley of Nepal, located in the southern 'buffer zone' of Chitwan National Park. This project is a business opportunity to diversify the Nepali tourism product beyond mountain trekking, by offering unique community-focussed experiences that can reach a broad customer base, while relieving some current social and environmental pressures. The community-based tourism model is proven to provide direct benefits to women (and other under-represented groups) by empowering them economically as well as creating opportunities to develop grassroots level entrepreneurs into confident leaders.

### OUR PARTNERSHIP

**INDUSTRY:**

Travel and ecotourism

**TYPE OF PARTNERSHIP:**

Philanthropic

**CONSERVATION FOCUS:**

Wildlife

**BUDGET RANGE (AUD):**

25,000 - 100,000

For more information click [here](#)



## KOALA SLEEP

Unified in a common goal to protect threatened and endangered wildlife, Koala and WWF have been in partnership since August 2017. The partnership aims to inspire and educate Koala's customers about WWF's work to protect threatened and endangered wildlife, by stopping such activities as excessive tree-clearing that puts iconic species and habitat at risk.

Through the partnership, Koala donate funds to WWF from every mattress sold – helping to protect wildlife like the koala in Australia and the Amami rabbit in Japan.

In addition, as of April 2019, Koala have been supporting sea turtle conservation through donations from sales of their sofa. Their donations help fund new research projects which are trialling practical methods to cool the sand temperature of green sea turtle and hawksbill turtle nests. These turtles have temperature-dependent sex determination, and as the sand temperatures of their nests increase due to climate change, more females are being born. These projects help find solutions to prevent the feminisation of the species and secure a future for critical populations.

Koala is the first partner to support WWF-Australia's Towards Two Billion Trees campaign, which aims to grow and save two billion trees in Australia by 2030.

### OUR PARTNERSHIP

**INDUSTRY:**

Furniture e-commerce

**TYPE OF PARTNERSHIP:**

Communications & awareness raising;

Philanthropic

**CONSERVATION FOCUS:**

Wildlife

**BUDGET RANGE (AUD):**

250,000 - 500,000

For more information click [here](#)



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## LOTTERYWEST

The support of Lotterywest enabled WWF-Australia to work on community-led threatened species conservation in the Kimberley, a globally significant region in terms of natural and cultural values. In partnership with the Kimberley Land Council (KLC), Department of Biodiversity and Attractions (DBCA) and ranger groups, WWF has worked to protect threatened and culturally significant species, including the Nabarlek, black-footed rock-wallaby and purple-crowned fairy-wren. These species face significant threats including fire, invasive species and climate change. To address these threats, we worked to increase capacity for local communities to use innovative conservation approaches grounded, guided and owned by Traditional Owners and complemented by western science.

The establishment of the Kimberley Indigenous Ranger Threatened Species (KIRTS) program, has led to significantly improved knowledge of threatened and culturally important species, and directly influenced fire management and cattle management. The social outcomes have also been significant, including the ongoing employment and training of rangers which has flow-on benefits to local communities and individuals. The program is unique in its integration of environmental, social and economic benefits.

### OUR PARTNERSHIP

**INDUSTRY:**

Gaming industry

**TYPE OF PARTNERSHIP:**

Philanthropic

**CONSERVATION FOCUS:**

Threatened species, social equity

**BUDGET RANGE (AUD):**

100,000 - 250,000

© WWF-AUS / ALEXANDER WATSON



## PHILLIP ISLAND NATURE PARKS

Antarctic Journey at The Nobbies Centre on Phillip Island is a joint venture between Phillip Island Nature Parks and WWF-Australia. The attraction is an immersive multimedia wildlife experience with fun, hands-on activities which takes the visitor on a virtual journey to the world's most extreme continent.

The oceans around Antarctica are some of the most pristine in the world and the last place on Earth still relatively untouched by human activity. They are also home to nearly 10,000 highly adapted species, most of them found nowhere else on the planet. A key outcome of the exhibit is to influence and change the behaviour of visitors towards protecting these species and unique habitats for future generations. For nearly 30 years WWF has been engaged in Antarctic policy and science, and has brought expertise and educational resources to this project.

A proportion from each Antarctic Journey ticket sale and of WWF merchandise sold at the attraction go towards WWF-Australia's conservation work, including vital Antarctic whale research. The exhibit was updated in 2019 to incorporate the latest from WWF-Australia's Antarctica work.

### OUR PARTNERSHIP

#### INDUSTRY:

Tourism

#### TYPE OF PARTNERSHIP:

Communications & awareness raising

#### CONSERVATION FOCUS:

Wildlife

#### BUDGET RANGE (AUD):

25,000 - 100,000

For more information click [here](#)



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# ROYAL CARIBBEAN CRUISES LTD.

Beginning in 2016, Royal Caribbean Cruises Ltd. (RCL) and WWF have been in a global partnership focussing on ensuring the long-term health of our oceans. Working with WWF-US, RCL have set ambitious and measurable 2020 environmental sustainability targets for the company globally that will; reduce Royal Caribbean’s environmental footprint, support WWF’s global oceans conservation work, and raise awareness among the company’s more than five million passengers about the importance of ocean conservation.

WWF-Australia & RCL are working together to protect the hawksbill turtle from the illegal turtle trade by ending the demand for tortoiseshell products, breaking the supply chain and better protecting them in the places they call home.

The partnership will drive awareness of the trade with Australian travellers. Through educating the millions of passengers and staff who cruise the Asia-Pacific each year about the illegal turtle trade we can equip tourists with the right knowledge to help them make informed choices when buying souvenirs abroad.

## OUR PARTNERSHIP

### INDUSTRY:

Tourism

### TYPE OF PARTNERSHIP:

Communications & awareness raising;  
Philanthropic

### CONSERVATION FOCUS:

Wildlife

### BUDGET RANGE (AUD):

100,000 - 250,000

For more information click [here](#)



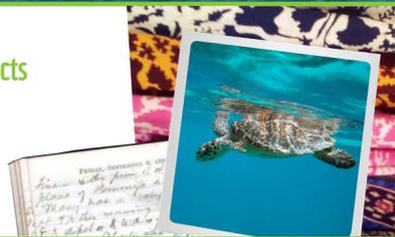
© WWF-AUS

## Think before you buy

Your overseas gift could be pushing the Australian hawksbill turtle to the brink of extinction.

### CHOOSE SUSTAINABLE

- Fabric
- FSC paper products
- Write a journal
- Artwork
- Books
- Take photos



### AVOID TORTOISESHELL

- Jewelry
- Combs
- Sunglasses
- Ornaments



Think before you buy [wwf.org.au/saveturtles](http://wwf.org.au/saveturtles)

IMAGES © HAL BRINDLEY / TRAVELFORWILDLIFE.COM / TOORARETOWEAR.ORG  
RP VAN DAM, CS ROGERS

## SCHNEIDER ELECTRIC (PACIFIC FOUNDATION)

Schneider Electric, a leader in Energy Management and Automation in Homes, Buildings, Data Centres, Infrastructure and Industries is supporting WWF-Australia through its Pacific Foundation. The philanthropic contribution supports WWF-Australia's award-winning innovation program, Panda Labs, with a focus on accelerating and amplifying emerging technologies with positive social and environmental impact.

With Schneider Electric's support, Panda Labs was able to present programs such as Greenhouse Sessions and piloting of the Impactio platform. Schneider Electric staff have also worked with the Panda Labs team to provide industry advice and expertise in exploring ways to reduce the carbon footprint of high impact industry such as steel manufacturing and the retail sectors.

### OUR PARTNERSHIP

**INDUSTRY:**

**Energy Management**

**TYPE OF PARTNERSHIP:**

**Philanthropic**

**CONSERVATION FOCUS:**

**Innovation**

**BUDGET RANGE (AUD):**

**25,000 - 100,000**



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## SIMPLOT AUSTRALIA PTY. LTD. (JOHN WEST)

WWF-Australia and Simplot Australia Pty. Ltd. (John West) first entered into a partnership in 2012 with the aim of ensuring that all of the company's John West seafood products were responsibly sourced by 2015.

The partnership continues to focus on improving the sustainability of the John West seafood supply chain and educating consumers about better seafood choices, including the use of products certified by the Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC).

Four years of extraordinary teamwork came to fruition in February 2016 when John West Australia announced its move to source all of its skipjack tuna from a sustainable supplier in the western and central Pacific Ocean. As Australia's largest branded seafood supplier, this move means that over 43% of the branded canned tuna sold each year in Australia is now MSC certified sustainable and bears the MSC eco-label. That's more than 100 million cans annually!

Following this success, John West committed to migrate other branded products to meet MSC and ASC certification. John West's work with WWF-Australia and ambition to protect ocean health render them a market leader in sustainability and responsible product sourcing. John West is also a primary supporter of the Community Fisheries Fund in Solomon Islands and Papua New Guinea. This project is delivering positive benefits to the community through sustainable fishing and improving economic resilience.

### OUR PARTNERSHIP

#### INDUSTRY:

Food (Processing and products)

#### TYPE OF PARTNERSHIP:

Sustainable business practices

#### CONSERVATION FOCUS:

Food

#### BUDGET RANGE (AUD):

100,000 - 250,000

For more information click [here](#)



© ARLENE BAX / SIMPLOT AUSTRALIA / WWF-AUS



## TIGER BEER

With as few as 3,900 tigers left in the wild, in 2017 Tiger Beer committed to supporting Tx2 - WWF's global initiative to double the world's population of wild tigers by 2022.

This support included Tiger Beer donating USD\$1 million a year globally towards WWF's tiger conservation work and the global Tx2 programme. In 2018, Tiger Beer Australia supported the global 'Rare Stripes' campaign - with the aim of raising awareness and action for tigers in the wild among their Australian customers and beyond.

## OUR PARTNERSHIP

### INDUSTRY:

Food (Beverages)

### TYPE OF PARTNERSHIP:

Communications and awareness raising;  
Philanthropic

### CONSERVATION FOCUS:

Wildlife

### BUDGET RANGE (AUD):

50,000 - 100,000

For more information click [here](#)



© TIGER / WWF-AUS

## WOOLWORTHS GROUP LIMITED

Commencing in July 2018, Woolworths partnered with WWF-Australia to achieve sustainable seafood objectives. As part of its 2020 sustainability commitments, Woolworths have pledged to source their seafood from sources that are third-party certified or independently verified as environmentally responsible.

The collaboration has WWF-Australia assessing all of Woolworths' Own Brand seafood on shelves and at the seafood counter using WWF's independently developed methodology, and implementing standards of traceability to make it easier for customers to choose sustainably produced seafood. Where there are high-risk product sources, WWF will identify and implement Fisheries Improvement Projects (FIPs) or Aquaculture Improvement Projects (AIPs) to transition these fisheries to a more sustainable future.

Traceability is an important issue in seafood and on the back of Woolworths signing the Australian Seafood Traceability Statement our partnership will investigate opportunities to improve traceability outcomes and ensure customers are educated on seafood sustainability.

This partnership is a key part of broader efforts across both organisations to improve environmental outcomes across a range of products and activities.

### OUR PARTNERSHIP

#### INDUSTRY:

Food (Supermarkets)

#### TYPE OF PARTNERSHIP:

Sustainable business practices

#### CONSERVATION FOCUS:

Food

#### BUDGET RANGE (AUD):

250,000 - 500,00

For more information click [here](#)



© WWF-AUS



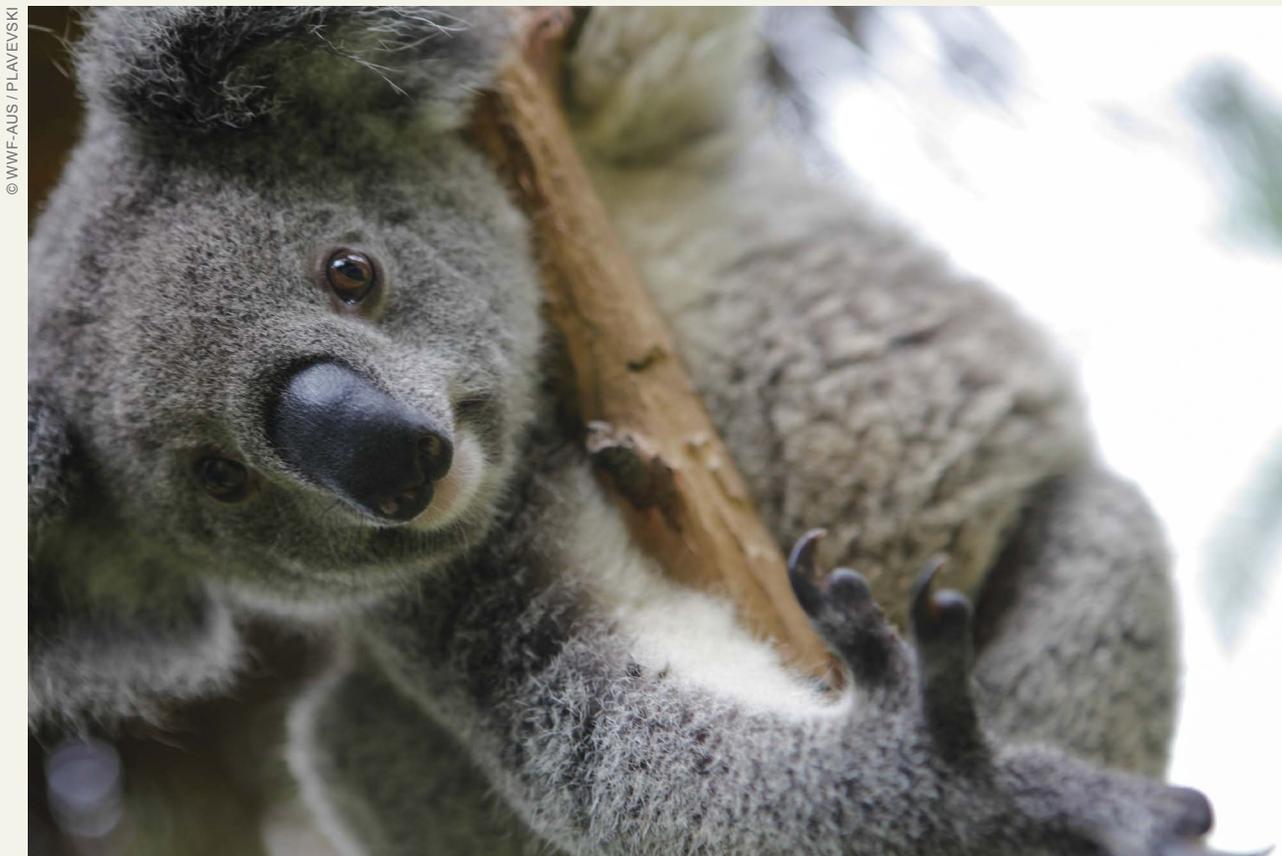
## WORKPLACE GIVING

WWF-Australia also offers a Workplace Giving program that businesses can sign up to. Workplace Giving allows employees and staff to make pre-tax donations to the causes they care about most. As part of this program WWF-Australia also provides a range of staff engagement opportunities.

WWF-Australia currently has 115 Workplace Giving partners.

For more information please visit:

<https://www.wwf.org.au/make-a-donation/workplacegiving>



# THE WWF NETWORK\*

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## WWF Offices\*

Armenia	Honduras	Slovakia
Australia	Hong Kong	Solomon Islands
Austria	Hungary	South Africa
Azerbaijan	India	Spain
Belgium	Indonesia	Suriname
Belize	Italy	Sweden
Bhutan	Japan	Switzerland
Bolivia	Kenya	Tanzania
Brazil	Korea	Thailand
Bulgaria	Laos	Tunisia
Cambodia	Madagascar	Turkey
Cameroon	Malaysia	Uganda
Canada	Mexico	United Arab Emirates
Central African Republic	Mongolia	United Kingdom
Chile	Morocco	United States of America
China	Mozambique	Vietnam
Colombia	Myanmar	Zambia
Croatia	Namibia	Zimbabwe
Cuba	Nepal	
Democratic Republic of Congo	Netherlands	<b>WWF Associates*</b>
Denmark	New Zealand	Fundación Vida Silvestre (Argentina)
Ecuador	Norway	Pasaules Dabas Fonds (Latvia)
Fiji	Pakistan	Nigerian Conservation Foundation (Nigeria)
Finland	Panama	
France	Papua New Guinea	
French Guyana	Paraguay	*As at October 2018
Gabon	Peru	
Georgia	Philippines	
Germany	Poland	
Greece	Romania	
Guatemala	Russia	
Guyana	Singapore	

# WWF in numbers

**+100**

WWF is in over 100 countries,  
on 6 continents

**6,628**

WWF has 6,628  
staff worldwide



**1961**

WWF was founded in 1961

**+5.4M**

WWF has over 5.4M  
financial supporters



**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.org.au](http://wwf.org.au)

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