CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF SOUTH AFRICA CORPORATE PARTNERSHIPS
FISCAL YEAR 2014
WWF is one of the world’s largest and most experienced independent conservation organisations, 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.

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INTRODUCTION

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 2014 Living Planet Report demonstrates, the challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organisation to solve alone. Recognising the scale and complexity of the challenges, we have chosen to engage in collaborative and collective action with businesses, investors, consumers, governments and other civil society organisations to drive positive change.

OUR WORK WITH THE CORPORATE SECTOR

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. Business 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. Business is also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

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

More specifically, our work with business 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 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 to make ambitious commitments and 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, mobilise public pressure through high-profile campaigns on issues related to business activities (e.g. Seize Your Power, Virunga).

This report focuses on the partnerships between WWF South Africa and individual companies.
Most of WWF’s engagement with business is focused on the key themes of commodities, climate and freshwater.

We work with key companies in priority commodity supply chains to reduce the impact of commodity production and drive demand for more sustainable commodities. Our Market Transformation Initiative focuses on the largest companies that buy and produce agricultural commodities, such as sugarcane and wine, that drive unsustainable water use and the transformation of natural habitats; on fish, both wild caught, such as whitefish and tuna, and farmed such as salmon and prawns; and on forest products such as timber and paper. Our engagement with the seafood and plantation timber industries include participatory programmes such as the Responsible Fisheries Alliance and the Retailer and Supplier Participation Programme and the New Generations Plantations (NGP) platform.

On climate change and energy management, the activities of our Global Climate and Energy Initiative with business focus on adopting reduction targets for emissions, encouraging a switch to 100 per cent renewable energy and on best practices in corporate climate leadership. Our overall objective is to facilitate a transition to a low carbon future in line with a below 1.5°C decarbonisation pathway.

WWF’s work on Water Stewardship promotes responsible business engagement on water issues. We define Water Stewardship for business as a commitment to the sustainable management of shared water resources in the public interest through collective action with other businesses, governments, NGOs and communities. It typically starts with improvements in water use and reducing water related impacts of internal and value chain operations, and progresses to influencing governance of the resource. Here, some of our engagements with companies include participatory programmes such as the Water Balance Programme and our Water Stewardship Programme.
**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 special places such as the Arctic or endangered species like the orangutan.

**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.

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 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 business.

We want all our partnerships with business 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 business sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue or start reporting 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 largest partnerships that WWF South Africa has with individual companies. This report details WWF South Africa’s 11 major partnerships, each with an annual budget of at least R350,000. It also provides a list of other corporates that have engagements with WWF, but with a budget less than above amount annually. Funds obtained through corporate partnerships are typically used by WWF to:

- Directly support WWF conservation projects;
- 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;

WWF-SA is responsible for the (contractual) agreement(s) with the companies concerned, and all the activities of the engagements take place within the borders of South Africa, except for one global partnership.

In 2014, the total income from business represented 34% of the total WWF South Africa’s income.

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.
Partners in responsible forest, manufacturing and product stewardship

Mondi and WWF entered into a global partnership in 2014 based on the long standing WWF Mondi Wetlands Programme (MWP) in South Africa. The partnership focuses on minimising the impacts of Mondi’s operations on forests, climate and water by demonstrating that responsible stewardship in the packaging and paper sectors makes good business sense.

The work programme covers three main areas:

- Ecosystem Stewardship - protecting high conservation value ecosystems in Russia, eastern Europe and other regions as well as increasing the value and resilience of production landscapes in South Africa.

- Manufacturing Stewardship - further reducing the water and climate footprint of Mondi’s operations and promoting resource efficiency, recycling and longevity of products including the cascading use of wood and forest products where appropriate.

- Product Stewardship - further enhancing the environmental performance of Mondi’s products through, among others - credible certification and efficient life-cycle use of materials in paper and packaging products.

Company name
Mondi Group

Industry
Packaging, pulp and paper products

Type of partnership
Sustainable business practices

Conservation focus
Freshwater
Forests
Plantations

Budget range (ZAR)
>5,000,000

The largest partnerships that WWF South Africa has with individual companies are the following:

- Mondi
- Woolworths
- BHP Billiton
- Sanlam
- Pick n Pay
- Sonae Novobord
- Nedbank
- SAB
- Santam
- HSBC
- Pioneer Foods

The following list represents all corporate partnerships that WWF South Africa has with an annual budget of ≥ 350 000 ZAR.

Mondi | Woolworths | BHP Billiton
---|---|---
Sanlam | Pick n Pay | Sonae Novobord
Nedbank | SAB | Santam
HSBC | Pioneer Foods |
Together, conserving South Africa’s marine and freshwater resources

WWF and Sanlam have been working together since 2006. The relationship initially focussed around marine conservation, but later evolved to support WWF’s marine and freshwater programmes.

In addition to its core work in marine and freshwater conservation, the Partnership has also implemented a capacity development programme, the Leaders for Living Waters Programme. This programme has to date supported a number of young South Africans in pursuing careers in freshwater and marine conservation.

More recently, the partnership has had a special focus around freshwater issues and recent successes in this front includes the identification and mapping of South Africa’s water source areas – 8% of the country’s landscape which provides 50% of its surface water. WWF and Sanlam also co-founded the successful Journey of Water campaign which was launched in 2013.

Company name
Sanlam

Industry
Banking and finance

Type of partnership
Sustainable business practices
Philanthropic
Communication and awareness raising

Conservation focus
Freshwater
Marine
Capacity building

Budget range (ZAR)
> 5,000,000
Partners in conservation for over 20 years

The relationship between WWF and Nedbank’s relationship is one that is steeped in history, initiated over two decades ago with the creation of The WWF-SA Nedbank Green Trust which supports environmental conservation projects across the country.

In 2012, Nedbank partnered with WWF to promote and enable sustainable agriculture in South Africa, especially in the country’s priority places of biodiversity and water yield, namely the Cape Floral Kingdom, Grasslands and Maputo-Pondoland Albany hotspot. The partnership employs a combination of approaches of philanthropic sponsorship of WWF-SA Sustainable Agriculture Programme and driving sustainable business practices within Nedbank’s internal operations.

Regarding driving sustainable business practices, the partnership aims to implement environmentally sustainable production practices within three of five sectors, namely beef, dairy, fruit, sugar and wine.

In addition, Nedbank is also part of the WWF Water Balance Programme. The company joined the programme in 2011 to balance its operational water use of 553 000kl over five years. This investment is being used to improve catchment health in both the Enhkangala Grasslands area in Mpumalanga and the Upper Umgeni in KwaZulu-Natal, with additional investment in the Western Cape.

Company name
Nedbank

Industry
Banking and Finance

Type of partnership
Sustainable business practices
Philanthropic

Conservation focus
Sustainable Agriculture
Freshwater

Budget range (ZAR)
3,000,000 – 5,000,000*

* Please note that the above budget does not include that of the WWF Nedbank Green Trust as this is a separate and independent Trust.
HSBC Supporting the fight against rhino poaching

HSBC’s significant contribution towards WWF South Africa’s Rhino Programme is helping the organisation implement its innovative approach to tackling the country’s rhino poaching crisis. The funding was instrumental in facilitating the implementation of the programme’s five identified focus areas, namely:

- Developing a better understanding of demand for rhino horn from Asia and influencing the illegal trade
- Supporting bi-lateral co-operation between South Africa and major consumer and transit countries in the illegal trade chain;
- Strengthening the judicial and forensic chain at a National level, to support arrests, prosecutions and sentencing of those involved in rhino crime;
- Engaging rural communities living near key rhino populations and working to ensure they are afforded tangible benefits from rhinos;
- Building resilient rhino populations via biological management to grow new black rhino populations and supporting the security of key donor populations through the Black Rhino Range Expansion Programme (BRREP).

Company name

HSBC

Industry

Banking and Finance

Type of partnership

Philanthropic

Conservation focus

Species conservation

Budget range (ZAR)

3,000,000 – 5,000,000
In 2012, WWF South Africa and Woolworths announced a broad-based, multifaceted partnership to drive greater sustainability through selected Woolworths products and operations. The three year partnership aims to achieve conservation outcomes by helping Woolworths’ suppliers to produce more sustainable products and creating awareness about these products among Woolworths’ customers. The partnership focuses on the following key areas:

- Freshwater ecosystems;
- The promotion of sustainable agricultural practices;
- The protection of fish stocks and;
- Carbon management.

This partnership brings together significant technical expertise, research capabilities, industry insights and networks. Woolworths will work with its suppliers on targets in its dairy, beef, seafood and textiles operations as well as furthering its carbon and water efficiency strategies.

WWF has been working with Woolworths to better understand and reduce its operational water use since 2009 when the retailer became the first retailer to join the Water Balance Programme. Woolworths’ investment will go towards clearing invasive alien plants in priority catchments in the Western Cape.
Pick n Pay and WWF started working together in 2008 and currently have a one-year strategic partnership focusing on the WWF Sustainable Fisheries Programme. The partnership focuses on helping Pick n Pay to meet its public sustainable seafood commitments which it announced in 2011. In order to achieve the targets set, WWF is assisting Pick n Pay in engaging suppliers and fisheries to understand the sustainability of the seafood Pick n Pay sells, as well as addressing seafood labelling and traceability within their operations.

Pick n Pay’s sustainable seafood commitments, made in 2011, are as follows:

By the end of 2015, Pick n Pay will only sell seafood products which are either:

- Certified by the Marine Stewardship Council (MSC) for wild-caught products;
- Certified by the Aquaculture Stewardship Council (ASC) for farmed products, or equivalent standards;
- Categorised as Green by WWF’s Southern African Sustainable Seafood Initiative (SASSI);
- Come from fisheries or farms which are engaged in credible, time-bound improvement projects.

In addition to this Pick n Pay has committed to providing consumers with relevant information of all seafood products as part of the retailer’s long partnership with SASSI.
SAB Partners in corporate water stewardship

SAB has worked with WWF over the last five years on assessing water risks to their supply chains and the contribution they can make to water security through a pro-active water stewardship programme. Along with the GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit), they have funded work in the Southern Cape in the George area where SAB’s hops are sourced, to support collective action to mitigate shared water risks. WWF and SAB are working with the local hops farmers, neighbouring land-owners and water specialists to define a water stewardship strategy for the Herold and Waboomskraal sub-catchments. WWF has mobilised additional government funding from the Department of Environmental Affairs’ Land-User Incentive scheme, to co-fund alien vegetation removal from these catchments. Alien plant infestation is recognised as the single greatest water risk in the area, with the potential to reduce river flows by 40%. Other water stewardship actions in the area are focused on improving on-farm water-use-efficiency and building strong institutions to represent agricultural water users in the Breede-Overberg catchment area.

WWF and SAB are also working together on a project to support improved agricultural production through the Better Barley, Better Beer initiative. In addition also supporting land stewardship of key high value biodiversity conservation areas found on farm and effective management of rivers, wetlands and soil within their Barley producers in the North West, Northern Cape and Southern Cape Overberg region.

Company name
SAB Ltd

Industry
Beverages

Type of partnership
Sustainable business practices

Conservation focus
Freshwater
 Commodities (barley & hops)

Budget range (ZAR)
1,000,000 – 3,000,000
Creating small businesses for local communities and the environment

WWF and Pioneer Foods’s Community and Education Trust collaborated to develop the People Working for the Environment initiative. The initiative, with further support from NCC Environmental Services has invested in creating small black owned and operated businesses that would provide key management services on stewardship properties in order to improve the state of management on these high priority sites.

The partnership succeeded in establishing three small businesses, of which two doubled in size, exceeding expectations during the course of the project and immediately thereafter. The project demonstrates that:

- Market-oriented approaches to conservation management can be successful, and WWF can play a role in brokering supply with demand, and developing local markets for conservation management services;

- Established enterprises have an essential role in mentoring and managing the development and growth of these small businesses;

- Employment opportunities created beat costs of job creation, measured per capita, by government (ca. R1.2m pp), and even the private sector (ca. R200,000 pp);

- Non-traditional partnerships between the private and public sector like this can significantly advance social and environmental ambitions, and adds lasting value to the lives & families of beneficiaries.

This model has been extended to the Eastern Cape, with a new project opening in Nelson Mandela Bay Metropole.

Pioneer Foods

Company name
Pioneer

Industry
Consumer packaged goods

Type of partnership
Philanthropic

Conservation focus
Biodiversity
Small Business Development (environmental management)

Budget range (ZAR)
1,000,000 – 3,000,000
**BHP BILLITON**  
**Supporting the protection of the country’s Grasslands**

BHP-Billiton has provided the WWF Grasslands Programme with operational funding for the past financial year. This philanthropic funding has contributed towards the declaration of key biodiversity stewardship sites within the programme focal areas of land reform and commercial farming, bringing the total of formally declared priority grassland areas to over 50 000ha. The funding has further contributed to the identification of additional biodiversity stewardship sites located in key water source areas. These sites are also earmarked for formal declaration and will bring the total area under protection to over 120 000ha within the next financial year.

Company name  
**BHP Billiton*  
Industry  
**Extractives**  
Type of partnership  
**Philanthropic**  
Conservation focus  
**Grasslands**  
Budget range (ZAR)  
**1,000,000 – 3,000,000**

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**SONAE NOVOBORD**  
**Helping create a water secure future through reducing demand**

Sonae Novobord, the chipboard manufacturing company, officially joined the Water Balance Programme in December 2010 wishing to balance their operational water use of 183 824kl over five years. The company’s investment supports private landowners in the clearing of approximately 148 hectares of water-thirsty invasive alien plants. This land forms part of the KwaMadlangampisi Protected Environment in the Enkangala Grasslands area found in Mpumalanga, thereby supporting private landowners who have shown commitment to broader conservation efforts.

Company name  
**Sonae Novorbord**  
Industry  
**Household and commercial goods and textiles**  
Type of partnership  
**Sustainable business practices**  
Conservation focus  
**Freshwater (Participant in the Water Balance programme)**  
Budget range (ZAR)  
**1,000,000 – 3,000,000**

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*WWF’s relationship with BHP Billiton concluded in this financial year and will not be continued. This is in line with WWF’s policy which does not allow the organisation to receive financial support from coal, oil and gas industries, but rather encourages WWF to work with companies that are moving away from fossil fuel use and extraction as part of their sustainability journeys.*
Catalysing action to reduce environmental risk in the Eden district

Between 2003 and 2008, the Eden District Municipality experienced several severe storm events resulting in more than US$250 million worth of damage (RADAR 2010), with losses distributed across different segments of society. Santam was the first in the insurance sector to recognise the impact this was having on underwriting performance and undertook exploratory research with WWF South Africa, the CSIR and the University of Cape Town to understand both the systematic drivers of this emerging risk and potential response strategies. This research was conducted within the context of the unique demands and challenges of local government, and climate change. The first phase emerged with significant findings:

- Changes in climate will increase risk exposure for all three relevant environmental risks studied (wild-fires, floods and sea-storms), especially in winter months;

- Local changes to the ecological buffering capacity of the landscape were having an equal or greater impact on risk exposure for all three studied;

- Improved landscape management could reduce these risks.

Building on the success of the research of Eden Phase I, the second phase of this project aims to move into a higher profile and action-oriented approach and address the key drivers identified in Phase 1.

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<tr>
<th>Company name</th>
<th>Santam Ltd</th>
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<tbody>
<tr>
<td>Industry</td>
<td>Banking and finance</td>
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<tr>
<td>Type of partnership</td>
<td>Sustainable business practices</td>
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<td>Land, Climate</td>
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<td>Budget range (ZAR)</td>
<td>350,000 – 500,000</td>
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</table>
## OTHER WWF PARTNERS AND SPONSORS

Nedbank Private Wealth  
RMB Fund  
Wines of South Africa  
Fruit n Veg City  
Jawitz Properties  
Partquip (Pty) Ltd  
Super Group IT Services  
The Bushvine Trading Company  

Responsible Fisheries Alliance  
Irvin & Johnson  
Oceana Group Ltd  
Sea Harvest Corporation (Pty) Ltd  
Viking Fishing

## WWF CORPORATE MEMBERS

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<tr>
<th>Principal Partners/Green (R75 000+)</th>
<th>Senior Partners/Gold (R25 000 - R74 999)</th>
<th>Partners/Silver (R10 000 - R24 999)</th>
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<td>Afrisam (Pty) Ltd</td>
<td>Cargo Carriers Ltd</td>
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### WWF Offices

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*As at January 2014*
WWF in numbers

1961
WWF was founded in 1961

+100
WWF is in over 100 countries, on 6 continents

+6M
WWF has over 6 million supporters

+5,000
WWF has over 5,000 staff worldwide

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.

www.wwf.org.za