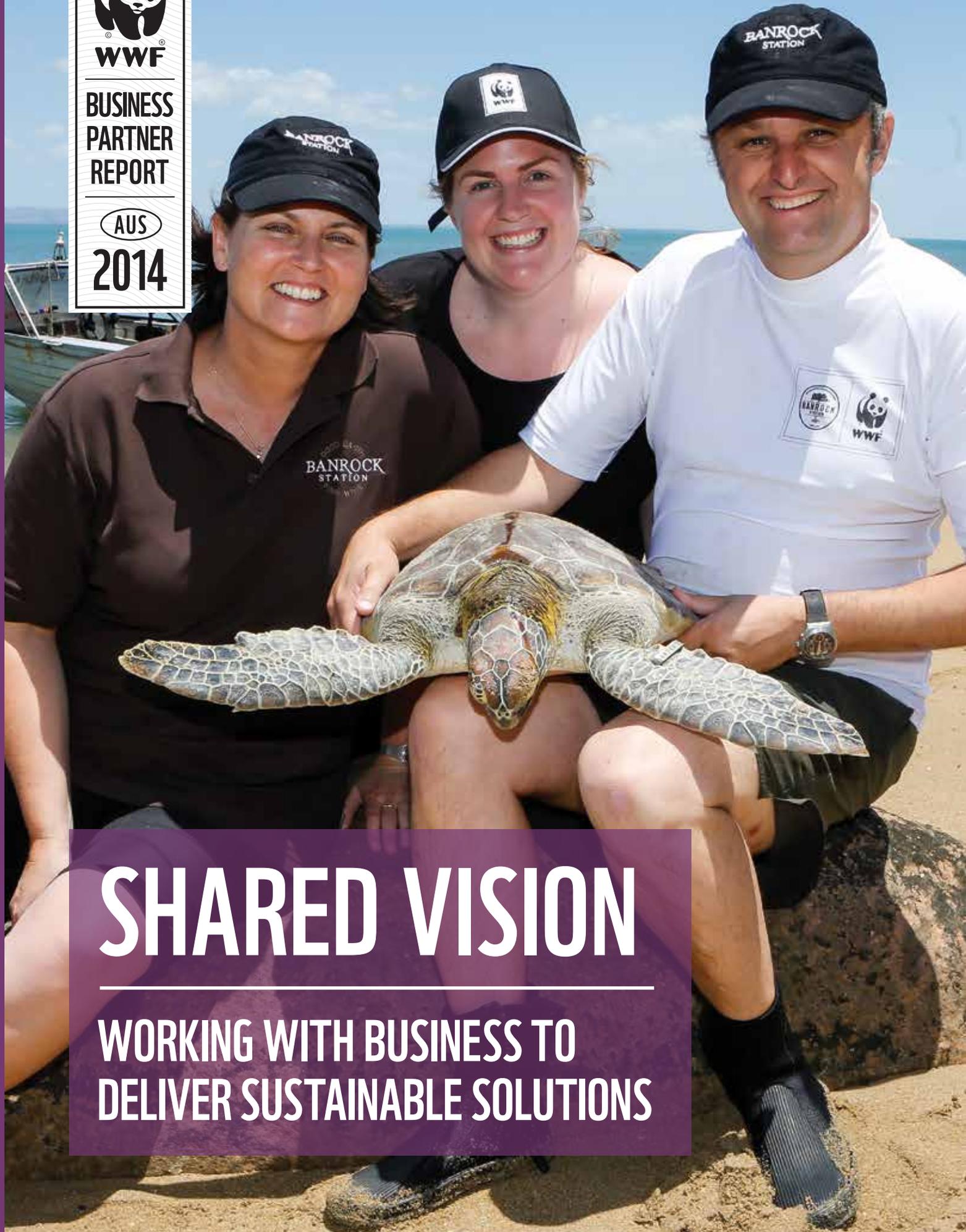




**BUSINESS
PARTNER
REPORT**

**AUS
2014**



SHARED VISION

**WORKING WITH BUSINESS TO
DELIVER SUSTAINABLE SOLUTIONS**

WWF would like to thank all of its corporate partners for their support of conservation in 2014.

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

Matt Willson, National Manager - Corporate Partnerships at mwillson@wwf.org.au

For media enquiries, please contact Daniel Rockett, National Media Manager at drockett@wwf.org.au

WWF is one of the world's largest and most experienced independent conservation organisations, 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.

Published in November 2014 by WWF – World Wide Fund For Nature – Australia (Formerly World Wildlife Fund), Sydney, Australia. Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner.

Cover image: WWF and partner Banrock Station Environmental Trust visit Rivers to Reef to Turtles conservation project, Qld, 2014. © Cameron Laird/ Accolade Wines Australia Limited/ WWF-Aus

© Text 2014 WWF-Australia
All rights reserved.

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 to engage in public policy discussions, and supporting credible certification schemes, for example the Forest Stewardship Council (FSC), Marine Stewardship Council (MSC), 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, mobilise public pressure through high-profile campaigns on issues related to business activities (e.g. Seize Your Power, Virunga), as well as work in partnership with individual companies.

This report focuses on the partnerships between WWF-Australia and individual companies.

TRANSPARENCY AND ACCOUNTABILITY

Results and impact, both qualitative and quantitative, are essential for WWF. 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 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.

WWF is committed to continue or start reporting publicly on all our company relationships, their intent, objectives and impacts, of which this report is one part.

The aim of this report is to give an overview of WWF partnerships with individual companies in Australia in 2014. Funds obtained through corporate partnerships are typically used by WWF-Australia to:

- work with the company to assess and reduce its impacts and to help shift sectors and markets toward sustainability in line with WWF's global conservation strategy;
- raise public awareness of key conservation challenges and solutions; and
- directly support WWF conservation projects.

WWF-Australia is responsible for agreements with the companies listed as corporate partners in this report. In many cases, the activities under these engagements take place in countries or regions outside Australia.

In 2014, approximately 10% of WWF-Australia's total income was derived from our work and agreements with corporate partners.



Sustainable Seafood Day 2014 © Nicky Robinson / WWF-Aus

ENGAGEMENT AND PARTNERSHIP FOCUS AREAS

Most WWF 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. WWF's Market Transformation Initiative focuses on the largest companies that buy and produce agricultural commodities, such as palm oil or sugar cane, that are linked to deforestation or unsustainable water use; on fish, both wild caught, such as whitefish and tuna, and farmed such as salmon and shrimp; and on forest products such as timber and paper. Our engagement with companies in the timber, pulp and paper supply chain includes participatory programs such as the Global Forest & Trade Network (GFTN).

The Global Forest & Trade Network (GFTN) is a WWF initiative developed 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 and trade opportunities with committed companies. GFTN considers independent, multi-stakeholder-based forest certification as a vital tool in this process. In 2010 Kimberly-Clark Australia & New Zealand became a member of the WWF GFTN. Today, having been joined by Bunnings and Officeworks, approximately 200 companies in 20 countries around the world participate.

On climate change and energy management, our Global Climate & Energy Initiative focuses on encouraging and supporting business to adopt ambitious emission reduction targets, switching to 100 per cent renewable energy, and other best practices in corporate climate leadership. Our overall objective is to facilitate a transition to a low polluting economy.

The Climate Savers program is a WWF global platform, which engages business and industry on climate and energy.

Member companies take on two commitments: to become leaders in reducing greenhouse gas emissions, and to influence market or policy developments by promoting their vision, solutions and achievements.

The intention of the program is to inspire companies to think about climate solutions and become 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. Companies that participate globally include Catalyst, Diversey, Elopak, Eneco, Fairmont Hotels and Resorts, Hewlett Packard, IBM, Johnson & Johnson, Lafarge, National Geographic, Natura, Nike, Nokia, Nokia Siemens Networks, Novo Nordisk, Polaroid, Sagawa, Sofidel, Sony, Spitsbergen Travel, Supervalu, Tetra Pak, The Coca-Cola Company, The Collins Companies, Volvo and Xanterra Parks and Resorts.

WWF also seeks to promote responsible water stewardship in business. We define water stewardship as the sustainable management of shared water resources, achieved through collective action with other businesses, governments, NGOs and communities. Water stewardship typically starts with improvements to the way water is used and a reduction of water-related impacts caused by internal and value chain operations, and progresses to influencing the governance of water resources.

TYPES OF 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 between three types of partnerships with companies:

1. Those that drive sustainable business practices;
2. Those that focus on communications and awareness raising; and
3. Philanthropic partnerships.

DRIVING SUSTAINABLE BUSINESS PRACTICES

Our bilateral partnerships aim to deliver conservation results on key issues or in priority places by positively influencing and ultimately changing practices throughout a company's operations and value chain. These strategies 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 RAISING AWARENESS

WWF also partners with businesses to raise awareness of key environmental issues and mobilise consumer action through communications campaigns (including cause-related marketing campaigns). These partnerships aim to highlight the beauty and uniqueness of places like the Arctic, and species like the orang-utan, and to promote their conservation through practical solutions. This approach includes, for example, consumer education to encourage the purchase of sustainable products, such as MSC-certified fish or FSC-certified timber products.

PHILANTHROPIC PARTNERSHIPS

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.

Business partners support WWF through investments in specific conservation projects. Sponsored projects can become an integral part of WWF's conservation work while also promoting environmental awareness and responsible environmental practice among customers, employees, industry leaders and other stakeholders.

WWF works with companies to achieve our conservation goals. NGO and company partnerships involve engaging in constructive dialogue while challenging each other on key sustainability issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear principles and guidelines, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

Workplace Giving

Workplace giving is one of the simplest ways businesses can support charitable organisations and the community. It provides employees with a convenient and efficient mechanism that allows them to give to causes they care about. At the same time, it provides charities with a steady flow of income and helps businesses to establish credibility as good corporate citizens.

Workplace giving is a three-way relationship between employees, employers and charities, providing positive benefits to each. From supporting charities to meeting corporate social responsibility objectives, workplace giving joins communities in positive and lasting relationships.

For employers, workplace giving can be the foundation of a fully integrated community investment or a corporate social responsibility program, which can significantly benefit employees and boost an organisation's capacity to attract and retain staff.

WWF-Australia's major workplace giving partners include Australia Post, PWC services, Bain & Company, Coca-Cola, Deutsche Group, AGL Energy, ANZ, Leighton, Accenture and AMP Capital.



Australia Post staff raising funds for WWF-Australia © Nick Heath / WWF-Aus

PARTNERSHIPS OVERVIEW

Banrock Station and Rivers to Reef to Turtles

Company Name: Accolade Wines - Banrock Station	WWF-Australia's partnership with Banrock Station aims to support pioneering research that will help protect the Great Barrier Reef and the marine turtles that live there. Through the Banrock Station Environmental Trust, Banrock Station will contribute, in total, almost \$750,000 to the Rivers to Reef to Turtles research initiative during a four-year program that seeks to identify and measure the key pollutants in rivers, the Great Barrier Reef and in green turtles themselves. The data collected will allow a better understanding of the sources and impacts of pollution on the Reef and on turtles.
Industry: Beverages	
Type of partnership: Philanthropic partnerships	
Conservation focus: Marine species	
Budget range (AUD): \$50,000 - \$100,000	

ANZ and awareness raising for environmental sustainability

Company Name: Australia and New Zealand Banking Group Limited	ANZ and WWF formed a partnership to provide the company with another perspective on environmental sustainability issues that affect its clients and the sectors and geographies in which it operates. WWF's work aims to assist ANZ International and Institutional to identify, understand and resolve environmental sustainability issues and make informed decisions for the future. To meet this objective, programs of work have been implemented, designed around awareness, education and information sharing, including providing senior management with briefings on current and emerging issues, and training for key institutional staff.
Industry: Banking	
Type of partnership: Education	
Conservation focus: General	
Budget range (AUD): \$500,000 - \$750,000	

factorie and the Turtle Rescue Mission

Company Name: factorie	factorie and WWF aim to increase awareness of threats faced by marine turtles in the Great Barrier Reef as well as help raise funds for WWF's conservation work to save these turtles. Thanks to their customers' support, factorie was able to purchase a research boat to assist Traditional Owner rangers in tagging and tracking turtles in the Great Barrier Reef. WWF aims to significantly reduce threats to marine turtles through the Turtle Rescue Mission. factorie's support also helps WWF in our mission to solve the mystery of the flatback turtle's whereabouts in the northern Great Barrier Reef.
Industry: Clothing and Apparel	
Type of partnership: Communications and awareness raising	
Conservation focus: Species	
Budget range (AUD): \$100,000 - \$250,000	

Blackmores & WWF Sustainable Fish Oils Partnership

Company Name:

Blackmores

Industry:

Consumer Brand

Type of partnership:

Sustainable business practices;
Communications and awareness raising

Conservation focus:

Market transformation (forage fish)

Budget range (AUD):

\$250,000 - \$500,000

The partnership between WWF-Australia and Blackmores commenced in 2012 and is a three-year engagement to achieve the highest possible standards for sustainable fish oils. This partnership also aims to raise consumer awareness about Marine Stewardship Council (MSC) certified products and the importance of sustainable fisheries management. Blackmores signed up to WWF's *Global Seafood Charter*, which has an objective to safeguard valuable marine ecosystems and ensure the long-term viability of seafood supplies. Blackmores is committed to sustainably source fish oils by working with WWF on third party assessments and implementing plans and recommendations for the highest possible level of improvement by 2015.

Blackmores supports Ghost Nets Project: Tackling marine debris

The GhostNets Australia program was established in 2004 with funding from the Australian Government and WWF. 'Ghost nets' are fishing nets which have been abandoned at sea: lost accidentally, or deliberately discarded. They travel the oceans of the world, carried by currents and tides, indiscriminately killing marine life as they move through waters. Unattended and drifting, they not only catch threatened species, such as marine turtles, but also undersized and protected fish. Ghost nets join vast rafts of marine debris arriving from South-East Asia, fouling the coastlines of Australia's north, which are mostly owned and occupied by Indigenous Australians.

Since its inception, the GhostNets program has supported the work of Indigenous rangers, who have removed over 13,000 ghost nets of varying sizes. This has also led to the recovery of some trapped wildlife, particularly marine turtles (52%), and prevented those ghost nets returning to sea to continue their destructive path. Less than 10% of these nets have been attributed to Australian fisheries. Thanks to support from Blackmores and WWF-Australia, GhostNets Australia is now able to focus on prevention and mitigation rather than the reactive measures implemented to date. The Ghost Nets Project: *Tackling marine debris* focuses on the two highest priority components:

- Reducing ghost nets at their source by involving South-East Asian fishers, their communities and the industries of the Arafura Sea in the development and initiation of the Ghost Net Implementation Plan; and
- Raising awareness among young Australians and the broader public about the impacts of ghost nets on the marine environment. This project will include a Ghost Net Art exhibition, which will tour nationally and include online educational materials for school children. It will explore themes of the environment and community through art, and educate Australian students on the threat ghost nets pose to marine fauna, as well as the cultural and livelihood impacts of ghost nets on Top End Indigenous communities.



Coca-Cola and Project Catalyst

Company name:
Coca-Cola Foundation

Industry:
Consumer Brand

Type of partnership:
Philanthropic

Conservation focus:
Market transformation (sugar cane)

Budget range (AUD):
\$500,000 - \$750,000

Project Catalyst is a pioneering partnership between cane farmers, Natural Resource Management Groups (Reef Catchments, Terrain Natural Resource Management and NQ Dry Tropics), the Coca-Cola Foundation, WWF and the Australian Government. The Coca-Cola Foundation has contributed US\$3.25 million to the project over six years. It is aimed at reducing the environmental impacts of sugar production on the Great Barrier Reef through innovative farming practices.

Polluted water entering the Great Barrier Reef is a major threat to this global natural icon, compounding the adverse effects of climate change. In tackling this problem, Project Catalyst has showcased the benefits of more efficient farming practices which use fewer inputs of fertilisers and herbicides but deliver similar or improved yields – generating higher economic returns for farmers as well as better water quality. Detailed water quality monitoring shows that Project Catalyst has reduced pollutant loads and improved the quality of over 100,000 mega litres of run-off and drainage water entering the Great Barrier Reef lagoon.

Helping conserve one of the world's iconic environmental assets

“WWF is working with farmers, governments and companies to cut pollution so coral can recover, and to enable the Great Barrier Reef to build resilience to the increasing impacts of climate change.... While much more needs to be done, the initial results are impressive...Early indications show that total pesticide pollution has been cut by 15 per cent and fertilizer pollution by 13 per cent – although some participating farmers have achieved even greater reductions. Farmers benefit too, seeing improved productivity and spending less on chemical inputs.”

“If the stuff that runs off our farm is affecting the (Great Barrier) Reef, we need to do what we can to reduce it. And that’s the idea of this, to get proactive and show what can be done. Hopefully that will lead to change within the industry.”

Gerry Deguara, sugarcane grower, Queensland.

Excerpts from P118-119 , Chapter 4: One planet solutions, WWF Living Planet Report 2014



WWF sugar filming trip, North Queensland, July 2014 © Kerry Trapnell / WWF-Aus

Coles & WWF Sustainable Seafood Program

Company name:
Coles Supermarkets

Industry:
Retail

Type of partnership:
Sustainable business practices

Conservation focus:
Market transformation (tuna, whitefish, shrimp, forage fish, farmed salmon, farmed shrimp)

Budget range (AUD):
\$250,000 - \$500,000

WWF-Australia and Coles have a strategic partnership to deliver responsibly sourced seafood and promote sustainable fisheries and aquaculture management. Coles is taking a leadership role by investing in WWF conservation projects, Fisheries Improvement Projects (FIPs) and Aquaculture Improvement Projects (AIPs); assessing the sustainability of each Coles branded seafood and seeking responsibly-sourced options (with a preference for MSC and ASC certified seafood); and directly engaging with stakeholders to improve the environmental performance of fisheries and farms from which Coles sources its seafood.

Coles is also a signatory to the WWF Global Seafood Charter.



Coles Deli counter © Coles

Kimberly-Clark and Sustainable Forestry

Company name:

Kimberly-Clark Australia and New Zealand

Industry:

Consumer Brand

Type of partnership:

Communications and awareness raising;
Sustainable business practices

Conservation focus:

Commodities – timber/forest

Budget range (AUD):

\$150,000 - \$200,000

Kimberly-Clark is committed to sourcing the fibre in its paper products from either recycled waste paper or certified sustainable forests, and it has achieved Forest Stewardship Council (FSC) certification for its Australian-made Family Care tissue products.

Through the Love Your Forests campaign that launched in 2011, Kimberly-Clark and WWF have also successfully raised consumer awareness of FSC and the importance of sustainable forestry throughout Australia and New Zealand.

How Kimberly-Clark is working to promote more sustainable forestry

In the past 10 years, more than 1.3 million square kilometres of the world's forests have been destroyed – an area roughly the size of Tasmania every six months. Most of these forests were biologically-rich tropical forests and home to such animals as orang-utans, tigers, and gorillas. Some of this logging and forest conversion is also illegal.

In Australia and New Zealand, Kimberly-Clark's commitment to responsible sourcing specifies only FSC-certified or 'controlled' sources by 2015. Having signed on to the GFTN in 2010, Kimberly-Clark and WWF have since partnered on the 'Love Your Forests' campaign to raise awareness of the Forest Stewardship Council (FSC) eco-label and the importance of responsible forest management among consumers and businesses. FSC promotes environmentally appropriate, socially beneficial and economically viable management of the world's forests.

Kimberly-Clark Australia and New Zealand, a subsidiary of the US-based Kimberly-Clark Corporation, markets innovative health and hygiene products that people come into contact with every day at home and at work.



Tassal & WWF Responsible Aquaculture Partnership

Name:

Tassal

Industry:

Producer

Type of partnership:

Sustainable business practices

Conservation focus:

Market transformation
(farmed salmon)

Budget range (AUD):

\$250,000 - \$500,000

The partnership with Tassal commenced in 2012 with the aim of achieving the highest global standard of responsibly produced seafood by 2015. This partnership also focuses on educating consumers about responsibly produced seafood including Aquaculture Stewardship Council (ASC) certified products. In addition, Tassal has signed the WWF Global Seafood Charter.

Through the partnership with WWF, Tassal aims to be the leader in sustainable aquaculture production in Australia. A major milestone in this partnership occurred when Tassal achieved ASC certification for its Macquarie Harbour farms in April 2014. They remain ahead of schedule to achieve ASC certification across all sites by the end of 2014. ASC certification helps consumers make a conscious choice to purchase responsibly farmed seafood, and is considered by WWF to be the most credible certification for responsible aquaculture.

Heading towards a world first for responsible aquaculture

Tassal is the most significant aquaculture business in Australia by volume and market share, and is committed to leadership in promoting best practice in the salmon industry. Seeking to ensure their products are produced in the most ethical, responsible and environmentally friendly manner, Tassal partnered with WWF-Australia in 2012. Since then, WWF has helped Tassal with their responsible aquaculture journey by:

- providing expert advice on the development and implementation of Tassal's sustainability strategy and action plans;
- reviewing the sustainability of Tassal's operations, offering support and making recommendations; and
- providing guidance through the various stages of the ASC certification process.

With several sites now ASC certified, Tassal is set to become the first producer of farmed salmon in the world to achieve full Aquaculture Stewardship Council (ASC) certification across all its sites.

ASC certification is the highest standard for responsibly-farmed seafood in the world and provides consumers with an assurance that they are purchasing seafood from farms that limit their impacts on the environment and communities.

The ASC is an independent, not-for-profit organisation, founded in 2010 by IDH (Dutch Sustainable Trade Initiative) and WWF to manage global standards for responsible aquaculture. The ASC works with aquaculture producers, seafood processors, retail and food service companies, scientists, conservation groups and the public to promote the best environmental and social choices in responsibly farmed seafood.



Filming trip of Tassal's journey to ASC © James Sherwood / WWF-Aus

Simplot & WWF Sustainable Seafood Partnership

Company name:
Simplot Australia and New Zealand

Industry:
Consumer Brand

Type of partnership:
Sustainable business practices

Conservation focus:
Market transformation (tuna, whitefish, shrimp, forage fish, farmed salmon, farmed shrimp).

Budget range (AUD):
\$250,000 - \$500,000

The partnership between WWF-Australia and Simplot aims to ensure that all John West seafood products are responsibly sourced by 2015. This three-year partnership began in 2012 to improve the sustainability of John West's seafood supply chain and to educate consumers about better seafood choices including Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC) certified products. John West also signed up to WWF's Global Seafood Charter. By investing in WWF's marine and fisheries work, as well as engaging with industry and government for changes that will improve the sustainability of the seafood industry, John West is committed to using only responsibly-sourced seafood by 2015.

Through the partnership with Simplot Australia, WWF-Australia is also engaging with the Birds Eye and I&J brands of seafood.

John West co-funds program assisting Solomon Islands and PNG women and communities to help themselves

The Pacific Island communities of Ghizo in Solomon Islands and Madang in Papua New Guinea rely on the ocean as their main source of protein and for their livelihoods. However, overfishing of reefs and a rapidly growing population puts more and more pressure on precious marine resources.

WWF, the Australian Department of Foreign Affairs and Trade (DFAT) and John West are working on a program to improve the livelihoods of coastal fishing communities by deploying small floating rafts anchored to the seafloor, in deep water close to shore and easily accessible by small boats. These rafts attract near-shore pelagic fish - such as tuna, jacks, wahoo and rainbow runner - to a single location to make them easier to catch. Because rafts focus fishing activity away from areas where vulnerable reef fish live, they make it easier for local people to catch valuable, more sustainable near-shore pelagic fish species. The result is that people can catch enough fish to feed their families, plus extra to sell in local markets.

John West supports these projects by providing funding for a financial inclusion program, including supporting micro-savings and a small loans scheme. Another facet of the project is specifically aimed at helping local women set up small business ventures to take advantage of catching more fish and trading the surplus. Empowering women is fundamental to enabling development and reducing poverty. It is through recognising the importance of women and their economic empowerment that WWF and partners have explicitly built a women's micro-finance project into our conservation work.

In mid 2014, Solomon Islands' women held an event to acknowledge this scheme so far, which has included money management training and workshops in banking skills, loan schemes and business development. The event also launched the next phase of this project - a revolving loan program, so that Savings club members can now start developing business opportunities with small loans. What began as a pilot program, expected to involve about 40 or so participants, eventually attracted over 600 women and almost 129,000 Solomon Island dollars in savings after ten months.

By continuing to work closely with communities and suppliers, John West, DFAT and WWF hope to further safeguard our oceans by continually improving fishing practices, food security and the livelihoods of fishing communities.



Women's microfinance workshops, Solomon Islands, January 2014 © Sara Martin / WWF-SI

“Our partnership with WWF has totally changed the way we source our fish and led to a much better customer offer. We now know where all our fish is caught and how it is handled through the chain. In addition to ensuring it's caught responsibly we are now able to give our customers fresher, better quality fish at great value.”

Jackie Healing, General Manager, Responsible Sourcing, Quality & Product Technology, Coles.

“Our people are an amazing bunch. The fact that PwC has one of the highest participation rates in workplace giving in corporate Australia I think reflects our genuine commitment to creating a culture that cares.”

Mark Reading, Corporate Responsibility Partner, PwC.

“We're so passionate about this project because Pacific Island communities rely heavily on the ocean as their primary source of both protein and income. Initiatives like this are all about working closely with our partners, communities and suppliers to safeguard our oceans by continually improving fishing practices and conditions of fishing communities.”

Katie Saunders, General Manager, John West Australia.

“Love Your Forests has not only increased our sales and market share but also contributes to the protection of forests by increasing understanding of FSC and responsible forestry.”

Jacquie Fegent- McGeachie, Associate Director of Corporate Affairs and Sustainability, Kimberly-Clark Australia and New Zealand.

References:

1. Controlled wood excludes material harvested illegally, in violation of traditional and civil rights, from forests where harvesting threatens High Conservation Values, from forests being converted to plantations or non-forest use, and/or from forests where genetically modified trees are planted www.ic.fsc.org/controlled-wood.40.htm

WWF in Numbers

100+

WWF is in over 100 countries, on 5 continents

+5,000

WWF has over 5,000 staff worldwide



1961

WWF was founded in 1961

+5M

WWF has over 5 million supporters

	<p>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.</p> <p>wwf.org.au</p>
---	--

WWF-Australia National Office

Level 1, 1 Smail Street
Ultimo NSW 2007
PO Box 528
Sydney NSW 2001

Tel: +61 2 8228 6800
Freecall: 1800 032 551
Fax: +61 2 9281 0363
Email: enquiries@wwf.org.au