



WWF Germany & Business Corporations

Conservation, Communication and ...cash



Overview

- Why WWF is cooperating with the corporate sector
- Examples of WWF – Cooperations:
 - Forest and Trade Network
 - Enjoy & care – Krombacher
 - Promotion for organic cotton - Switcher



Why Business Cooperations?!

- Because sponsors want it;
- Companies as problem causer – and problem solution.
- Know how transfer;
- Big coverage for conservation issues;
- Look-inside;
- Financial support of nature conservation.



Kind of Cooperations

- Save the environment – commitments and combined activities.
- License agreement and image transfer;
- Sponsorship – let's talk about nature;
- Communication – nature is fascinating;
- Charity promotion



Conditions for NGO's

- Brand awareness;
- Positive attitude to cooperations;
- Professionalism;
- Sales talent;
- Good in presentation;
- Having attractive projects to offer.



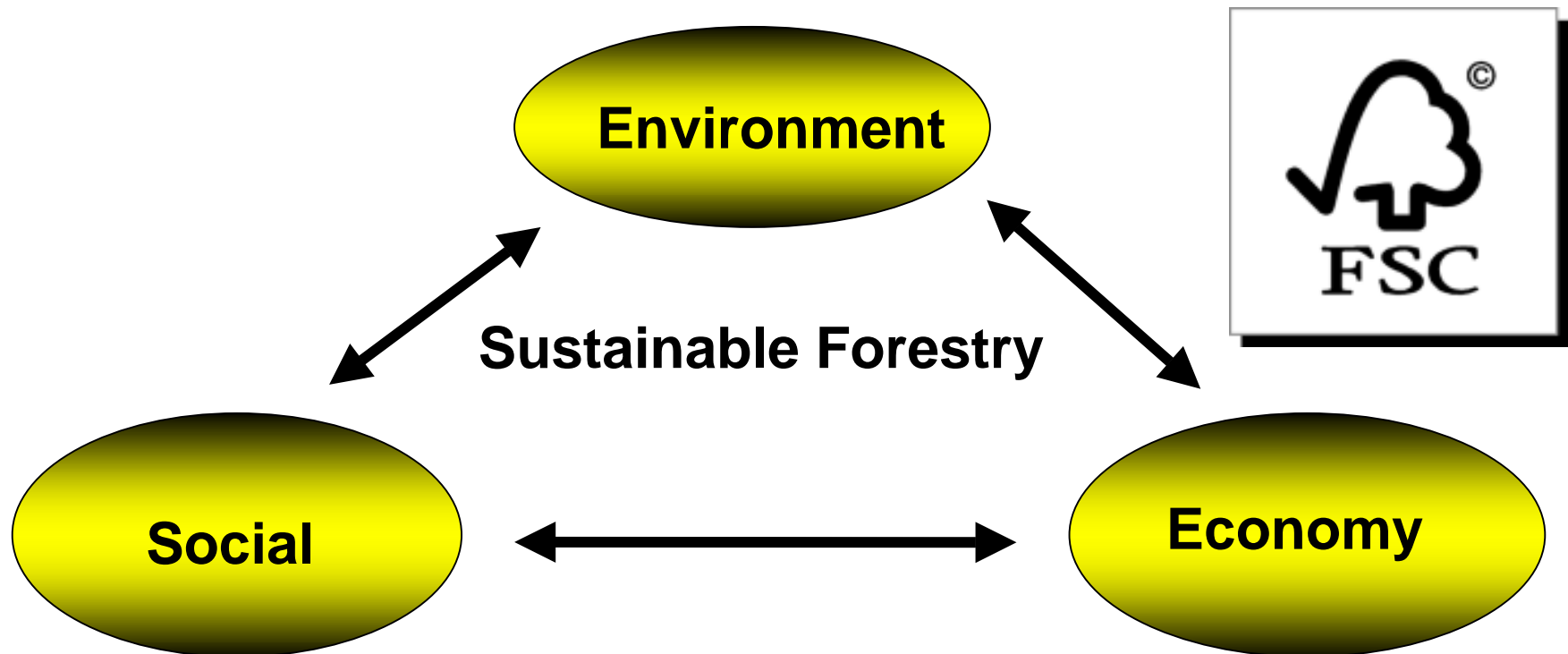
Example 1: The GFTN - a WWF Initiative for Sustainable Forest Management

The **G**lobal **F**orest & **T**rade **N**etwork is WWF's initiative to create a forest industry

- that provides environmental benefits for all production forests -
- and economic and social benefits for the businesses and people that depend on them.



Instrument for Sustainable Forest Management: Certification with high Standards, e.g. FSC





The GFTN Strategy

- Transforming global markets to support credible forest certification;
- Building Forest and Trade Networks to facilitate trading links;
- Forming mutually-beneficial partnerships;
- Focusing on valuable and threatened forests.



Market-driven approach

Supply chain management



Retailers/end users:

- Legal and sustainable products
- Species diversification
- Supply chain improvements



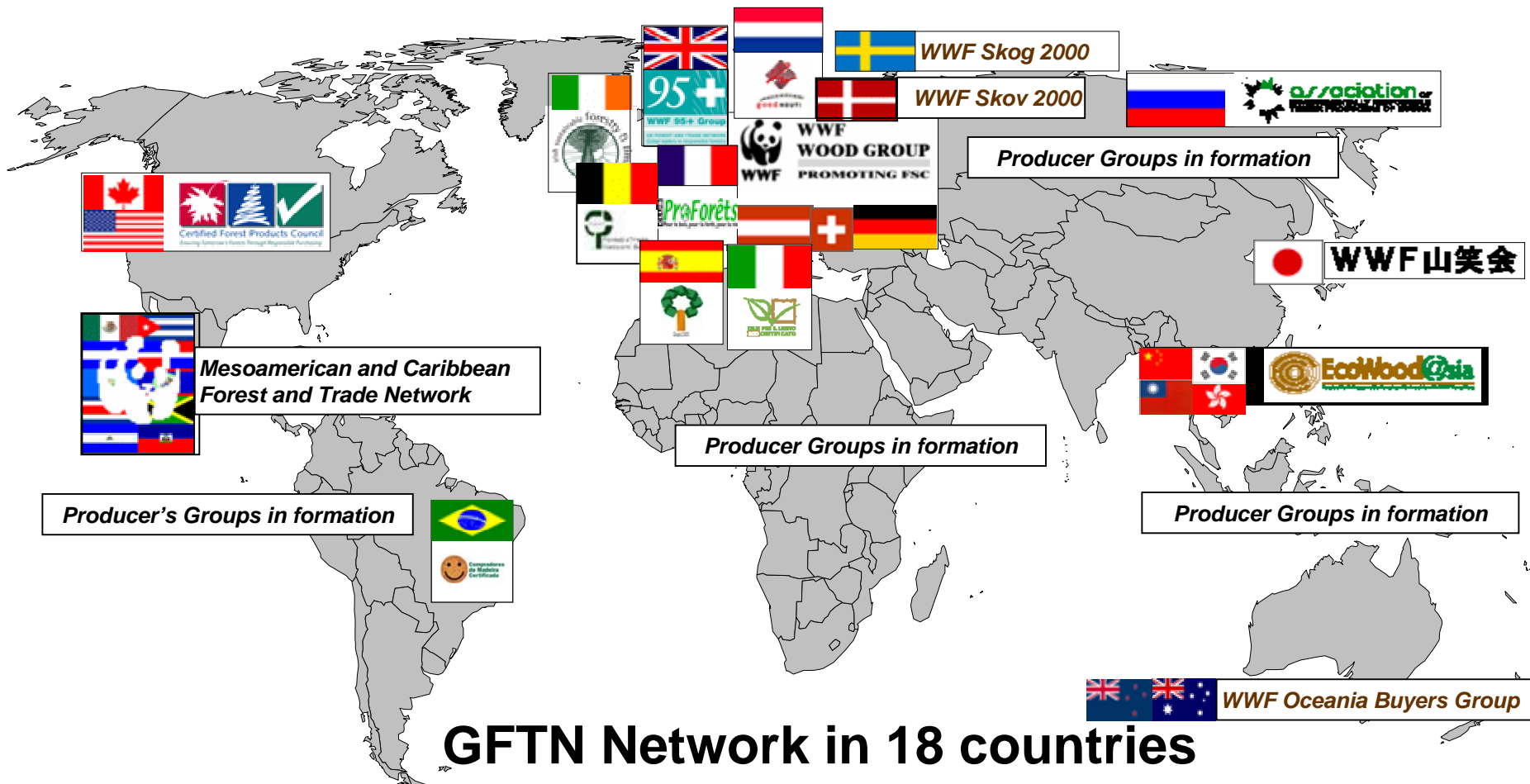
Manufacturers, traders:

- Legal and sustainable timber
- Certified products markets



Forest managers and owners:

- Responsible forest management
- Certified products markets



**GFTN Network in 18 countries
with more than 500 companies +
new producer groups**