

WWF Partners with dirty industry

WWF UK - Royal Caribbean Cruises, Coca-Cola, Domtar (Paper and coal company)

<https://www.worldwildlife.org/pages/partnerships>

WWF Canada - Coca-Cola, Domtar, H&M (fast fashion), IKEA (disposable furniture), Nissan (automobiles), Walmart (mass retail)

<https://wwf.ca/about-us/working-with-business/>

WWF Global - HSBC, Toyota Motor Corporation (automobile), H&M (fast fashion), IKEA (disposable furniture), Bank of America (huge funder of coal projects)

https://wwfeu.awsassets.panda.org/downloads/wwf_international_fy19_cp_report_1.pdf

<https://www.worldwildlife.org/partnerships/bank-of-america--15>

According to the investigative journalist Huissman and the Guardian “Global corporations such as [Coca-Cola](#), Shell, Monsanto, HSBC, Cargill, BP, Alcoa and Marine Harvest have all benefited from the group's green image only to carry on their businesses as usual.”

<https://www.theguardian.com/environment/2014/oct/04/wwf-international-selling-its-soul-corporations>

WWF officially states that it is important to work with industry in order to tackle the systemic causes of environmental degradation, in order to change the economic system. However, this excuse is ridiculous because in all the decades of collaboration of these companies with the WWF their partner corporations have become **more** not less polluting. After a long partnership Coca-Cola was still the most polluting plastic company in the world in 2020. Instead of tackling the underlying systemic economic issues, these partnerships are reinforcing those underlying drivers by allowing companies to present themselves as eco friendly while increasing pollution and promoting market-based consumerist, false solutions to the issue. If WWF wanted to change the behavior of businesses they would challenge them and oppose them, not take their money, be led by corporate CEOs and help them justify their normal environmental destruction.

“For corporations, the idea of working with WWF is extremely appealing, according to Former WWF employee Leo Bottrill. “Obviously, I think partnering with WWF, in particular, is very attractive for companies...I think there is an interest in being associated with the WWF brand, as well as the expertise of the organization...and its experience in many of the countries where these companies operate,”

“For example, both WWF and TNC have partnered with Avon to plant forests in Brazil and Indonesia with the proceeds from selling products like **water bottles**, bracelets, and T-shirts. Avon has also donated millions to both organizations. The big NGOs gain revenue while the big companies, like Avon, can look like good global citizens. However, critics contend that cause marketing sends the wrong message, glorifying consumerism and materialism at a time when most environmental thinkers believe global society needs a new creed.”

Source: Mongabay “How big donors and corporations shape conservation goals” [Jeremy Hance](https://news.mongabay.com/2016/05/big-donors-corporations-shape-conservation-goals/), 3 May 2016
<https://news.mongabay.com/2016/05/big-donors-corporations-shape-conservation-goals/>

“We are particularly proud of our work on palm oil,” she said. “The work is ongoing, but I’m heartened by our progress to date. For example, we have been working with Cargill to define better management practices in the trade and production of commodities. The implications of this effort have the potential to make a real impact on deforestation and biodiversity.” WWF’s work on palm oil will take time to pay off and it may be too early to fully judge its success. Even so, if [last year’s fires in Indonesia](#) are any indication — an area the size of New Jersey went up in flames due to the palm oil and pulp and paper industry burning lands — any progress on the ground remains elusive [...] Critics say that what’s needed is data proving that corporate partnerships, certification schemes, payment for ecosystem services programs, and other new-conservation initiatives actually deliver on promises for wildlife and biodiversity”.

Source:
<https://news.mongabay.com/2016/05/big-donors-corporations-shape-conservation-goals/>