



World Communication Forum

Beyond CSR

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WWF International

Davos
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Normal



The 'New' Normal



The 'New' Normal

Business Sustainability

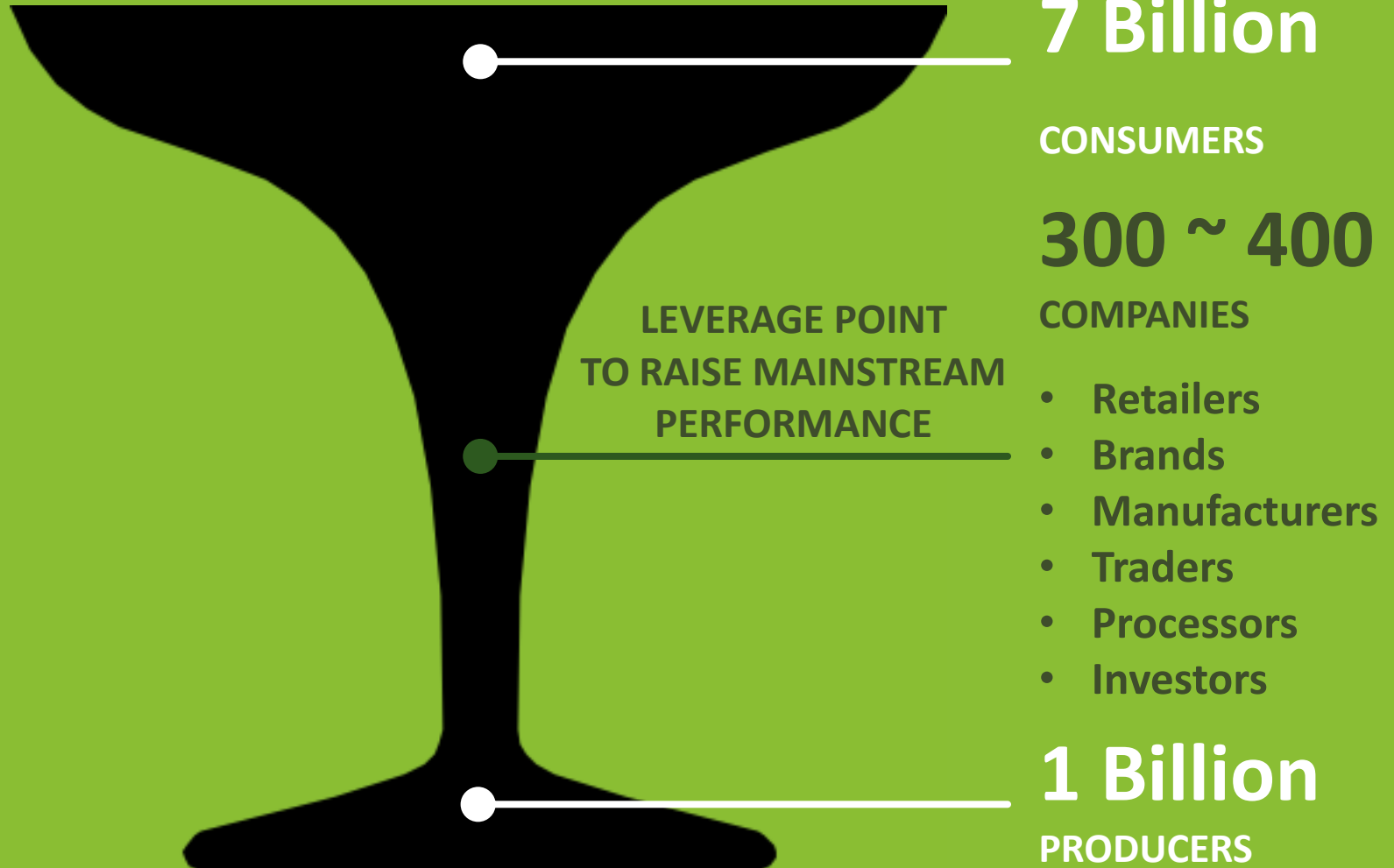


2013: we consume on average, the natural resources of 1.5 planets globally...





WWF's theory of change





15 key commodities



palm oil



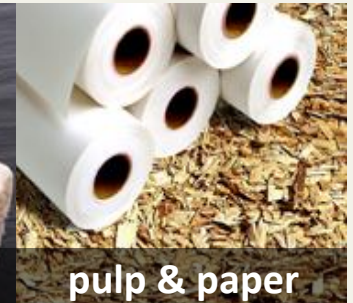
cotton



biofuels



sugarcane



pulp & paper



sawn wood



dairy



beef



soy



forage fish



farmed salmon



farmed shrimp



tropical shrimp



tuna



whitefish



WWF involvement in standards

Starting



ALLIANCE FOR
WATER STEWARDSHIP

Developing

BCI Better Cotton Initiative

RTS

BONSUCROTM
BETTER SUGAR CANE INITIATIVE

asc Aquaculture Stewardship Council

Roundtable on  Sustainable Biofuels

Mature

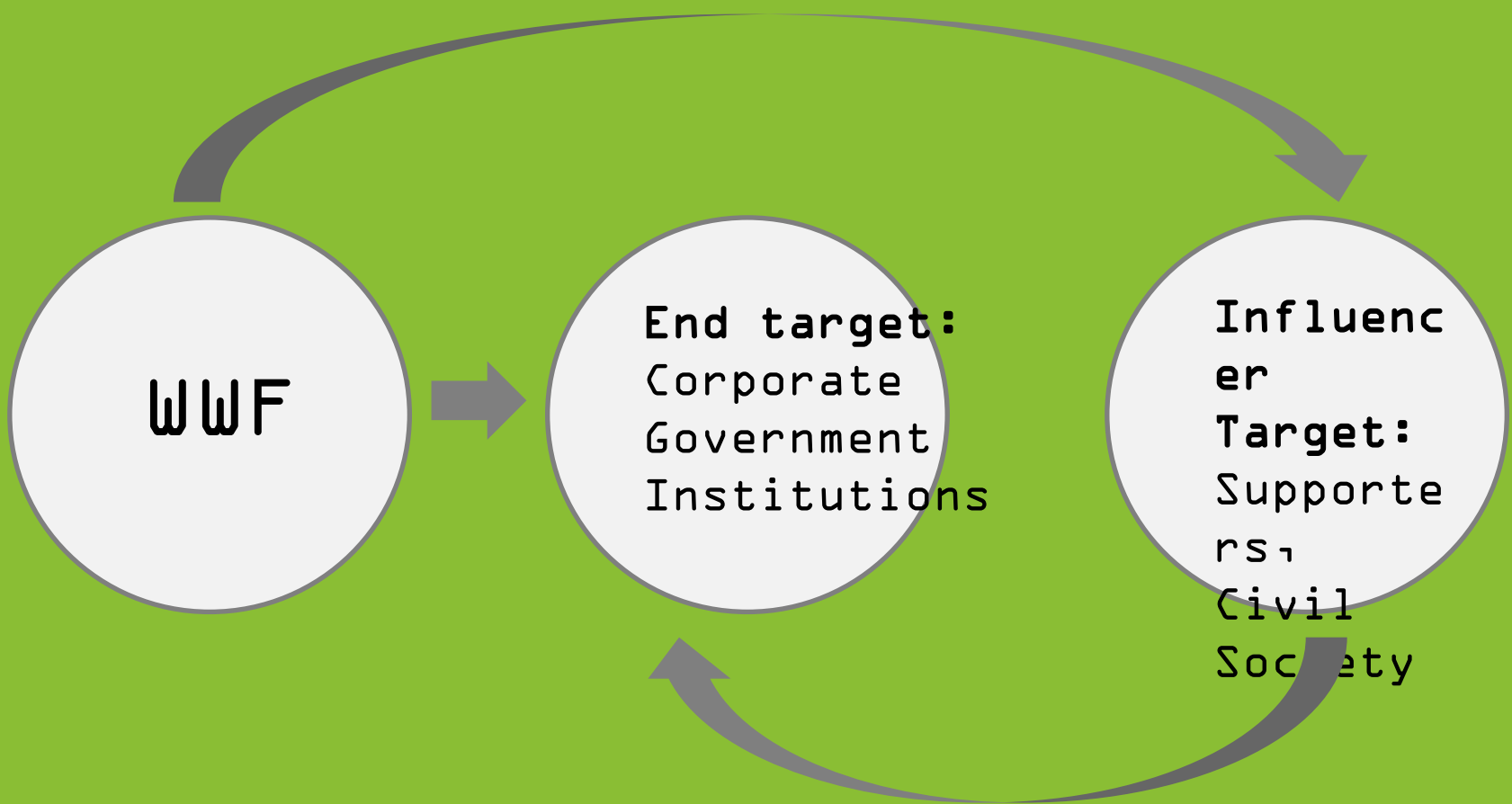

FSC


MARINE STEWARDSHIP COUNCIL


CERTIFIED SUSTAINABLE PALM OIL
RSPO



Targeting audiences for change





Consumer reactions to WWF working with companies

- General sentiment: WWF should work with companies – important way of advancing its mission
- Transparency is a key issue
- Demonstrating the impacts of work with companies
- Other Issues: independence, reputation risk

**IpsosMORI – 4 country focus groups study for WWF, 2012*



WWF IN SUMMARY

+100

WWF is in over
100 countries, on
5 continents

1961

WWF was founded
In 1961



+5000

WWF has over
5,000 staff
worldwide

+5M

WWF has over
5 million supporters



Thank you

panda.org

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