



WWF Hungary & Corporates

For a Living Planet

WWF: the world's biggest conservation NGO

+5 400

5 400 employees worldwide

+1 300

1 300 running nature conservation projects worldwide

+100

Working in more than 100 countries

+12 000

More than 12 000 nature conservation projects conducted in the world since 1961

+2000

WWF has more than 2000 corporate partnerships worldwide

1.

WWF is one of the best-known brands in the world

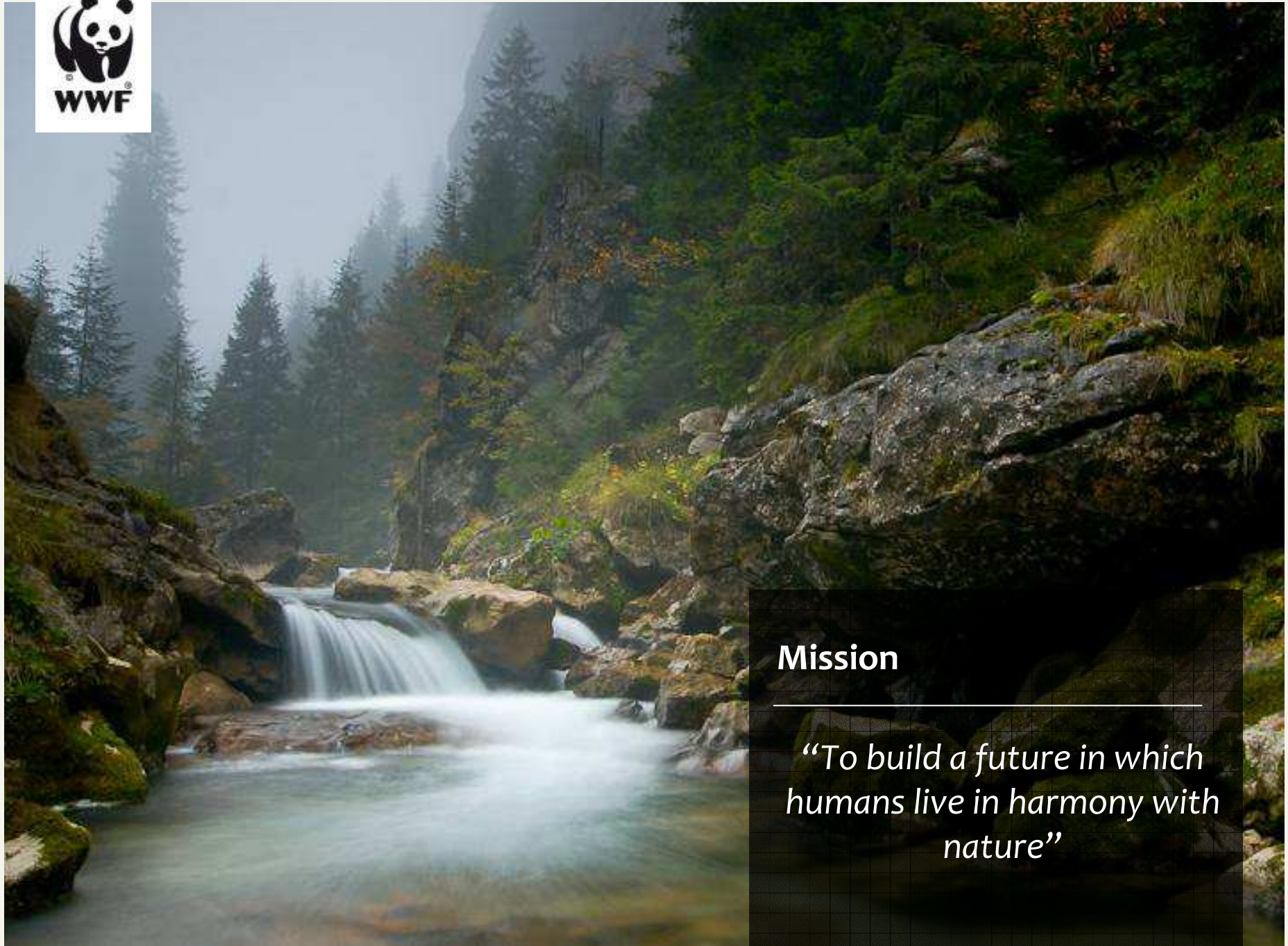
50

WWF celebrated its 50th anniversary of its foundation in 2011

+5M

More than 5 million supporters worldwide





Mission

*“To build a future in which
humans live in harmony with
nature”*



WWF in Hungary

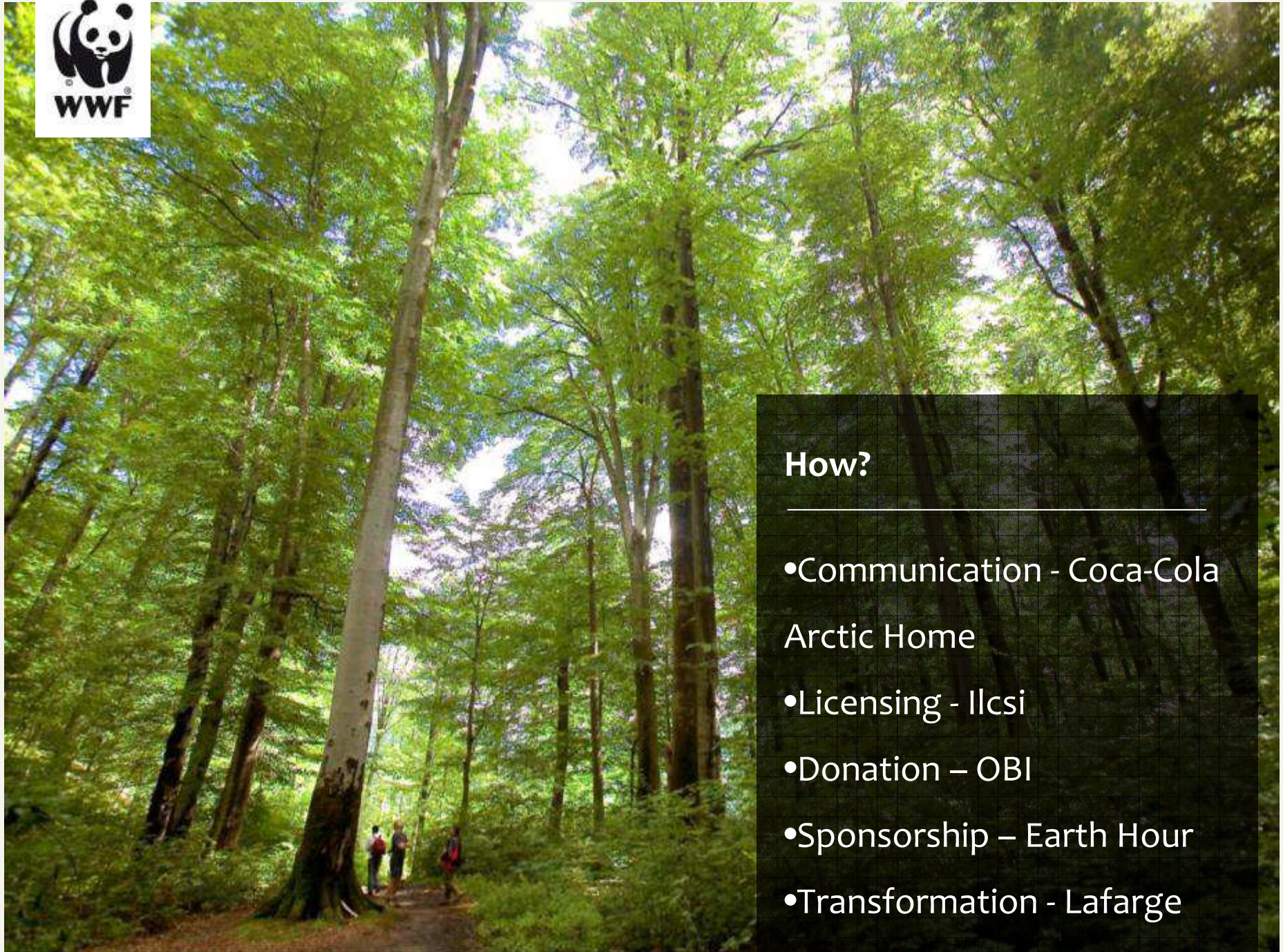
From 1991 - national office

- Climate
- Forests
- Wetlands
- Species



Why?

- Mission
- Multiplier effect
- More together than against
- Money



How?

- Communication - Coca-Cola Arctic Home
- Licensing - Ilcsi
- Donation – OBI
- Sponsorship – Earth Hour
- Transformation - Lafarge

Tricks?

- Be unique
- Contact many companies
- Meet the right person
- Get inside the partner's mind
- Ask
- Think long-term



For a living planet!

www.wwf.hu

