



CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-THAILAND CORPORATE PARTNERSHIPS
YEAR 2014

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

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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 organization to solve alone. Recognizing 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 organizations to drive positive change.

This report presents an overview of the largest global partnerships that WWF has with individual companies, measured in financial terms.

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 (e.g. Forest Stewardship Council (FSC), Marine Stewardship Council (MSC), Aquaculture Stewardship Council (ASC)). We also publish scorecards and reports on company or sector performance, mobilize public pressure through high-profile campaigns on issues related to business activities, as well as work in partnership with individual companies.

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

Most of WWF's 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. Our **Market Transformation Initiative** focuses on the largest companies that buy and produce agricultural commodities, such as palm oil or cotton, that drive 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.

On climate change and energy management, the activities of our **Global Climate and Energy Initiative** with business focus on adopting reduction targets for emissions, encouraging a switch to 100 per cent renewable energy and on best practices in corporate climate leadership. Our overall objective is to facilitate a transition to a low carbon future in line with a below 1.5°C decarbonisation pathway.

WWF's work on **Water Stewardship** promotes responsible business engagement on water issues. We define Water Stewardship for business as a commitment to the sustainable management of shared water resources in the public interest through collective action with other businesses, governments, NGOs and communities. It typically starts with improvements in water use and reducing water related impacts of internal and value chain operations, and progresses to influencing governance of the resource.

WWF'S CORPORATE 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 three types of partnerships with companies:

1. Driving sustainable business practices;
2. Communications and awareness raising; and
3. Philanthropic partnerships.

Driving sustainable business practices

Our bilateral partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company's operations and value chain. These 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 awareness raising

The second way that WWF partners with business is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of places and species for which WWF stands. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as MSC-certified fish, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the orang-utan.

Philanthropic partnerships

The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. 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.

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

TRANSPARENCY AND ACCOUNTABILITY

Results and impact, both qualitative and quantitative, are essential for us. 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 all 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.

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

THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF-Thailand has with individual companies. Funds obtained through corporate partnerships are typically used by WWF to:

- Work with the company to reduce its impacts and footprint and to help shift sectors and markets toward sustainability in line with WWF's global conservation strategy;
- Raise public awareness of key conservation challenges;
- Directly support WWF conservation projects.

WWF-Thailand is responsible for the (contractual) agreement(s) with the companies concerned. The activities of the engagements in many cases take place in other countries or regions.

In 2013, the total income from business represented 13 per cent of the total WWF network income.

INFORMATION ON WWF-THAILAND CORPORATE PARTNERSHIPS

The following list of companies is an overview of all the corporate partnerships that WWF-Thailand has with an annual budget of greater than EUR25,000. Details of each partnership can be found below:

Coca-cola Foundation

Nokia Thailand

THE COCA-COLA FOUNDATION

Conserving the world's freshwater resources

Since 2007, The Coca-Cola Foundation and

WWF began an ongoing strategic global partnership to address the issue of safe drinking water, which is an essential resource, yet more than 1 billion people do not have adequate access to it. Furthermore, the degradation of freshwater habitats threatens wildlife, plants and the ecosystems that people and nature depend on for survival. The goal: to make a transformational impact and truly help benefit the planet – and the partnership is currently slated to continue at least until 2020.

In Thailand, the partnership has made significant accomplishments. WWF-Thailand has been funded by The Coca-Cola Foundation to create a water stewardship program and conserve biodiversity in forests and wetlands in the Chi River and Songkram River Basins, which are connected to the Mekong. The partnership has achieved this by involving local people and stakeholders to protect the freshwater basin, while providing livelihood opportunities to upstream communities.

The work resulting from the partnership has already led to incremental policy changes in Thailand at the provincial and river basin level, such as improving water resource management, with the goal of replenishing 660,000 KL of water recharge per year into the groundwater.

CORPORATE ID CARD

Industry

Beverages

Type of partnership

Sustainable business practises

Conservation focus of partnership

Water

Climate

FY2014 budget range (EUR)

20,000 - 30,000

NOKIA THAILAND

Mitigating the effects of global warming

WWF and Nokia have had a global partnership in place since 2003. The cooperation initially started with raising environmental awareness of Nokia employees and has evolved over the years to diverse areas including jointly developed projects for using mobile technology in conservation work, as well as publishing WWF branded mobile content to raise environmental awareness to the consumer.

In an effort to mitigate the effects of global warming, WWF-Thailand has also partnered with Nokia to launch a mangrove planting campaign in Khao Sam Roi Yot National Park, located on the shores of the Gulf of Thailand in Prachuap Khiri Khan Province. By working with local authorities, businesses, and communities, Nokia and WWF-Thailand are encouraging the implementation of new practices and policies that will help protect rivers by tackling erosion, reducing pollution, as well as improving energy efficiency and wastewater treatment and distribution systems.

CORPORATE ID CARD

Industry

Consumer Electronics

Type of partnership

Sustainable business practises

Conservation focus of partnership

Climate

Reducing human footprint

FY2014 budget range (EUR)

30,000 – 40,000

The following list represents all corporate partnerships that WWF-Thailand has with an annual budget up to EUR25,000.

The Body Shop

Stone & Style

Bgrimm

ThaiBev

Sea Wealth

THE WWF NETWORK*

WWF Offices

Armenia	Guyana	Senegal
Azerbaijan	Honduras	Singapore
Australia	Hong Kong	Solomon Islands
Austria	Hungary	South Africa
Belgium	India	Spain
Belize	Indonesia	Suriname
Bhutan	Italy	Sweden
Bolivia	Japan	Switzerland
Brazil	Kenya	Tanzania
Bulgaria	Laos	Thailand
Cambodia	Madagascar	Tunisia
Cameroon	Malaysia	Turkey
Canada	Mauritania	Uganda
Central African Republic	Mexico	United Arab Emirates
Chile	Mongolia	United Kingdom
China	Mozambique	United States of America
Colombia	Myanmar	Vietnam
Cuba	Namibia	Zambia
D.R. of Congo	Nepal	Zimbabwe
Denmark	Netherlands	
Ecuador	New Zealand	
Finland	Norway	WWF Associates
Fiji	Pakistan	Fundación Vida Silvestre (Argentina)
France	Panama	Pasaules Dabas Fonds (Latvia)
French Guyana	Papua New Guinea	Nigerian Conservation Foundation (Nigeria)
Gabon	Paraguay	
Gambia	Peru	
Georgia	Philippines	*As at June 2014
Germany	Poland	
Ghana	Republic of Korea	
Greece	Romania	
Guatemala	Russia	

WWF in numbers

+100

WWF is in over 100 countries, on 6 continents

1961

WWF was founded in 1961

+5M

WWF has over 5 million supporters

+5,000

WWF has over 5,000 staff worldwide



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.

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