

WWF Bolivia

Corporate Partnerships Report

FY18



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WWF Bolivia
Corporate Relations

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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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Introduction

We are living beyond our means and our planet's ecological limits. As the 2018 Living Planet Report mentions, globally, nature provides services for an approximate value of US\$ 125 billions per year, which includes the food we eat, water we drink and raw materials for industries. For this reason, the challenges that the global environment is facing today requires everyone to work together.

Business drives much of the global economy, so we believe that companies also have a specific responsibility to ensure that the natural resources and ecosystems which underpin their own operations are used sustainably.

WWF, as a global network organisation, works with the corporate sector in the majority of its offices, and has committed itself to publicly report these engagements. WWF Bolivia was involved (until the end of FY18) in a formal partnership with Bolivian Export Chamber (CAMEX), and wood companies as: Multiagro, Dekma and San Luis.

By working with the private sector, WWF aims to change behaviour and drive conservation results that would not be possible otherwise.

An overview of WWF's strategy when working with the corporate sector is provided below.

Why WWF works with business

By working with business, we aim to:

- promote better practices on the production and responsible sourcing of raw materials;
- encourage a switch to 100% renewable energy and away from fossil fuels;
- engage jointly on public policy;
- support the equitable sharing of natural resources;
- redirect financial flows to support conservation and sustainable ecosystem management;
- raise awareness of the need to consume more wisely; and
- protect some of the world's most ecologically important places.

How do we work with business?

In general, WWF works with companies in three ways:

1. Driving sustainable business practices: We use bilateral partnerships to change practices throughout a company's operations and value chain.
2. Communications and awareness raising activities: We raise awareness of key environmental issues and mobilise consumer action.
3. Philanthropic relationships: We raise money through these relationships for the conservation of key places and endangered species

What we focus on

Most WWF corporate partnerships are focused primarily around on the key themes of commodities, climate and energy and freshwater. Commodities: We work with key companies in priority commodity supply chains to reduce the impact of commodity production and drive demand for more sustainable commodities.

Climate: 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.

Freshwater: WWF's 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.

All WWF offices are committed to continue or start reporting publicly on all our company relationships, their intent, objectives and impacts. Please log on to WWF office websites for more information. A Global Report of the top 28 Global partnerships can also be found on www.panda.or/business.

How do we make partnerships?

The relationships established between WWF Bolivia and companies in previous years were developed within the Global Forest Trade Network framework's agreement.

Our engagement begins with GFTN management, establishing first contact with applicant companies to evaluate if they have the conditions to become a GFTN participant. We strive to know more about them and their production process, raw material suppliers, customers, markets, etc. Every company or institution that is a member of the GFTN (Global Forest & Trade Network) must meet requirements that are primarily focused on responsible forest management with the aim of achieving forest conservation.

In Bolivia, few companies wish to remain certified, since costs of certification are very high, and the FSC product market demand has declined. Due to this, all the agreements developed in the framework of GFTN are already closed. We hope to reactivate some agreements during FY20.

Since the end of 2018, WWF Bolivia has initiated a plan to approach the private sector in the framework of the implementation of a project in the strategic line of Water Stewardship of the global freshwater program.

We believe that in 2020, we will have concreted the interest of at least 2 industries, of being part of this program, achieving alliances with WWF Bolivia to accomplish a sustainable water management in the company and ensure the development of its sustainable productive activities, reducing corporate risks.