



WWF Chile Corporate Partnerships Report

November 2014 - WWF Chile Corporate Relations

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For further information on specific partnerships, please contact WWF Chile
Ricardo Bosshard (ricardo.bosshard@wwf.cl)

For any media enquiries, please contact
Daniel Carrillo (daniel.carrillo@wwf.cl)

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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Cover photographic: Earth Hour 2014, Plaza Ñuñoa, Santiago- Chile. © Martin Merino Ronda/WWF Chile.

INTRODUCTION

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.

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 (e.g. Earth Hour, Seize Your Power), as well as work in partnership with individual companies.

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

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 orangutan.

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 INDEPENDENCE IN BUSINESS ENGAGEMENTS

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 WWF. We advocate for 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 keys 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.

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 relationships that WWF Chile has with individual companies. Funds obtained during FY14, through corporate agreements were used by WWF Chile 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 and possible solutions;
- Directly support WWF conservation projects and initiatives.

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

In FY 2014, the total income from engagement with business represented 2% of the total WWF Chile income.

PARTNERSHIP DESCRIPTIONS

The following briefs represent the list of all corporate agreement at WWF Chile, during FY14, all of them have an annual budget of $\leq 25K$ EUR.

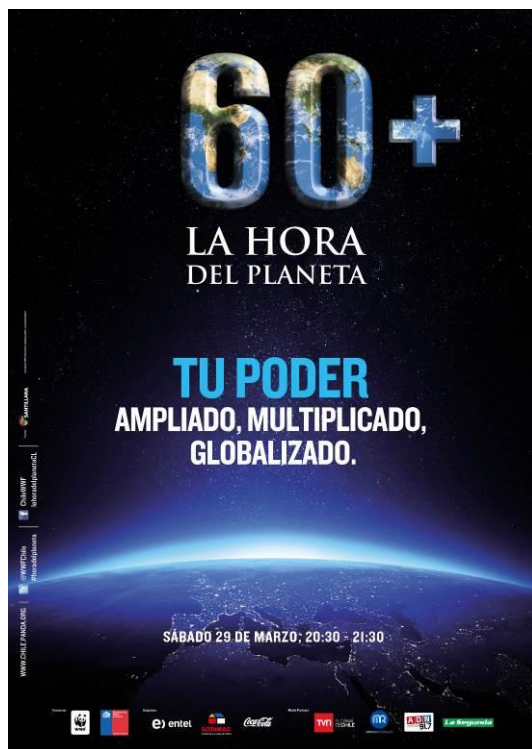
Company name: **ENTEL S.A.**
Industry: Telecommunications Company
Type of relationship: Sponsor Earth Hour 2014 Chilean Campaign
Conservation focus: Communications for the Conservation

Company name: **Sodimac S.A.**
Industry: Retail for construction materials and home design
Type of relationship: Sponsor Earth Hour 2014 Chilean Campaign
Conservation focus: Communications for the Conservation

Company name: **Walmart Chile S.A.**
Industry: Retail for food, clothes and home design
Type of relationship: Sponsor Earth Hour 2014 Chilean Campaign
Conservation focus: Communications for the Conservation

Company name: **Coca Cola S.A.**
Industry: Elaboration Beverage Company
Type of relationship: Sponsor Earth Hour 2014 Chilean Campaign
Conservation focus: Communications for the Conservation

For the development of the campaign Earth Hour 2014 in Chile, WWF invited a small group of companies to be sponsors. The required investment was a maximum amount of 10 million pesos, which were mainly used in the campaign. In return, companies used LHP's campaign in their social networks and to their direct public (consumers, stakeholder through its Sustainability Report), and their logos are part of the promotional campaign materials, posters, publicity in national and regional newspapers, and the official website of the campaign.



Campaign Earth Hour's Promotional posters

Company name: **Productos TORRE S.A.**
 Industry: Publishing & printing
 Type of relationship: License
 Conservation focus: Communications for the Conservation FSC

In 2012 WWF Chile agreed to a three-year license with Productos Torre S.A. The license agreement is specific for an Eco line of notebooks, notepads and binders developed FSC paper and paperboard.



Cover and back cover of materials Torre's Eco line

Company name: **EMPRESAS CMPC S.A**
Industry: Forestry, Paper, Pulp & Wood products
Type of relationship: Participation Platform led by WWF International
Conservation focus: NGP

Company name: **MASISA.**
Industry: Forestry, Paper, Pulp & Wood products
Type of relationship: Participation Platform led by WWF International
Conservation focus: NGP

In both case, the funds are channelled for WWF International but are within the budget range $\leq 25K$ EUR.



Chilean Field Trip NGP. Summer 2014.

The New Generation Plantations (NGP) platform works toward a vision of forest plantations that contribute positively to the welfare of local communities and do not replace natural forests or other important ecosystems. WWF International manages the NGP platform with participation from forest companies and governments around the world. The platform is a place to share ideas and learn about better plantation forestry practices through real-world examples. Participants commit to implementing good forest plantation methods on their own plantations. Through various events and study tours, NGP also seeks to influence other companies and governments to make environmentally and socially responsible decisions on plantation management.

WWF in numbers

1961

WWF was founded in 1961

+100

WWF is in over 100 countries,
on 6 continents



+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.

panda.org