



# CORPORATE PARTNERSHIPS REPORT

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OVERVIEW OF WWF-VIETNAM CORPORATE PARTNERSHIPS  
FISCAL YEAR 2014

**For further information on specific partnerships**, please contact

Nguyen Thanh Nga ([nga.nguyenthanh@wwfgreatermekong.org](mailto:nga.nguyenthanh@wwfgreatermekong.org))

**For any media enquiries**, please contact

Ho Huu Huy ([huy.hohuu@wwfgreatermekong.org](mailto:huy.hohuu@wwfgreatermekong.org))

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 \(ASC\)](#), [Roundtable on Sustainable Palm Oil \(RSPO\)](#), [Roundtable on Responsible Soy \(RTRS\)](#)). 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. [Seize Your Power](#), [Virunga](#)), as well as work in partnership with individual companies.

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

Most of WWF's engagement with business is focused on the key themes of climate, commodities 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 forest products such as timber and paper. Our engagement with forestry companies includes participatory programmes such as the *Global Forest & Trade Network (GFTN)* and the *New Generations Plantations (NGP)* platform.

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-Vietnam 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-Vietnam 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-VIETNAM CORPORATE PARTNERSHIPS

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

IKEA<sup>1</sup>

The Coca Cola Company<sup>1</sup>

HSBC Bank<sup>1</sup>

1. The partnerships with these corporations are under global programs and were signed with WWF-International

## IKEA

### Promoting Responsible Forest Management and Restoration in Vietnam

Since 2002, the partnership's global focus has been on transforming the forest and cotton markets. Today, there are jointly run projects in 13 countries with targets including IKEA sourcing 50 per cent of its wood from FSC and recycled sources by 2017, and 100 per cent of its cotton from sustainable sources by the end of 2015.

IKEA and WWF, under project "Promoting Responsible Forest Management and Restoration in Vietnam", worked with strategic suppliers, directly and indirectly shares IKEA's opinions, points out the inadequacies in the chain of custody according to Lacey Act and the Accountability which needs addressing through capacity building.

CORPORATE ID CARD

Industry

**Retail****Household goods and textiles**

Type of partnership

**Sustainable business practises**

Conservation focus of partnership

**Commodities (timber)****Forest**

FY2014 budget range (EUR)

**100,000 - 250,000**

## THE COCA-COLA COMPANY

### Addressing the natural resource challenges that impact freshwater

Since 2007, The Coca-Cola Company and WWF have worked together to conserve freshwater resources around the world and improve the efficiency of Coca-Cola's operations.

The Plain of Reeds Wetland Restoration Project was launched under the global partnership for freshwater conservation, a collaboration between the Coca-Cola Company (TCCC) and WWF. The Project seeks to improve the ecological conditions of the Plain of Reeds wetlands, located in the Mekong River basin, through habitat restoration, collaborative management and livelihoods interventions.

In collaboration with the Management Board of Tram Chim National Park, the three-year project will focus on restoring wetland habitats; promoting sustainable use by local communities and streamlining wetland related policies.

Initial project activities have been showing inspiring results, including habitat recovery and increased waterfowl visits. The project is now ready for full-scale implementation and will build on these early successes.

CORPORATE ID CARD

Industry

**Beverages**

Type of partnership

**Sustainable business practises****Communication and awareness raising****Philanthropic**

Conservation focus of partnership

**Climate****Freshwater**

FY2014 budget range (EUR)

**25,000 - 100,000**



## HSBC water programme – helping protect the world’s freshwater resources

HSBC has invested in WWF’s freshwater conservation work for over a decade, through ambitious international partnerships: Investing in Nature (2002-06); the HSBC Climate Partnership (2007-11); and now the HSBC Water Programme (2012-16).

The partnership works with governments, companies and communities to help protect five priority freshwater places, including the Mekong Delta. The goal is to secure healthy-flowing rivers that support thriving ecosystems, as well as local businesses and communities.

Targets include:

- Protecting priority freshwater places, taking action for river and wetland.
- Helping small to medium businesses to tackle water risks, including efficiency and pollution.
- Supporting people to reduce fishing or farming impacts on water, whilst potentially improving livelihoods.

CORPORATE IN CARO

Industry

**Banking and finance**

Type of partnership

**Philanthropic**

Conservation focus of partnership

**Freshwater**

FY2014 budget range (EUR)

**25,000 - 100,000**



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

Forexco <sup>1</sup>	Nghia Tin Company <sup>1</sup>	Thanh Hoa Company <sup>1</sup>
NAFOCO <sup>1</sup>	Microsoft <sup>2</sup>	Truong Thanh Company <sup>1</sup>
Hoang Hung Company <sup>1</sup>	Quoc Thang Company <sup>1</sup>	
Nghia Phat Company <sup>1</sup>	Thang Loi Company <sup>1</sup>	

Some of the companies mentioned in the above list are part of a WWF Initiative. A short explanation of the initiative can be found below.

1. The **Global Forest & Trade Network (GFTN)** is one of WWF's initiatives to eliminate illegal logging and transform the global marketplace into a force for saving the world's most valuable and threatened forests. GFTN aims to mainstream the principles of responsible forest management and trade as a standard practice throughout the global forest products industry by providing technical assistance, partnership and trade opportunities with committed companies. GFTN considers independent, multi-stakeholder-based forest certification as a vital tool in this process. Nearly 200 companies in 20 countries around the world participate in GFTN.
2. WWF-Vietnam has partnered with Microsoft in the efforts to replenish mangroves forests in the coastal areas of Thua Thien Hue Province. The project aims to reforest mangroves to help the locals adapt with climate change and improve their livelihoods via trainings on eco-aquaculture model.

# THE WWF NETWORK\*

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## 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	<b>WWF Associates</b>
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.

[panda.org](http://panda.org)