



# Corporate Partnerships Report

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Overview of ANP | WWF Corporate Partnerships  
Fiscal Year 2018 (January – June 2018)

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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.

The Associação Natureza Portugal (ANP) is a non-profit Portuguese NGO dedicated to the conservation of nature and the protection of the planet, in line with WWF's mission and international strategy. In January 2018, WWF started to be represented in Portugal by ANP (Associação Natureza Portugal), continuing the work developed so far as WWF Mediterranean. The work of the ANP in association with WWF is based on three fundamental pillars: forests conservation and biodiversity; marine conservation; and markets.

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# 1. Introduction

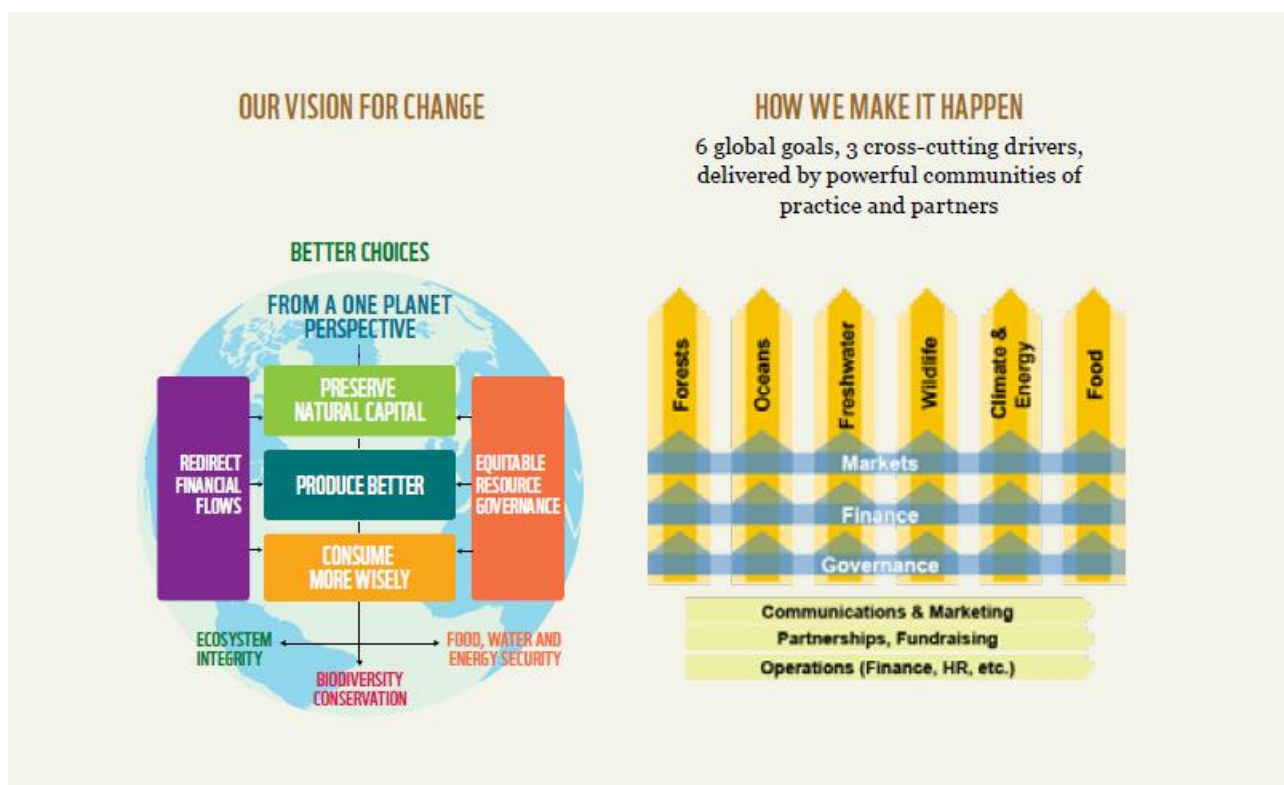
## TAKING BOLD COLLECTIVE ACTION

The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF will continue to deliver locally in crucial ecoregions around the world but sharpen our focus on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating new ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

We know that one organization alone can't effect the change needed. That is why our work on the goals and drivers includes our partnerships with institutions and corporations, both local and global. The changes we want to see in the world can only come about through the efforts of many actors: local communities and national and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers.

There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.



## OUR WORK WITH THE CORPORATE SECTOR

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 2016 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.

Therefore, 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. The corporate sector 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. Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

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

More specifically, our work with the corporate sector 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 away from fossil fuels 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 such as the UN Global Compact, Science Based Targets, the Consumer Goods Forum) to make ambitious commitments (and to engage in public policy discussions at global and local level, 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 (e.g palm oil scorecard; soy scorecard, and sustainable cotton ranking), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. Seize Your Power, Virunga, Reviving the Oceans Economy), as well as work in partnership with individual companies.

This report focuses on the partnerships between ANP | WWF 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 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 ANP|WWF 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.

ANP|WWF 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.

## 2. Partnership descriptions

The following list represents all corporate partnerships that ANP | WWF has in Portugal with an annual budget of ≤25K EUR

Casa do Roxo  
Herdade da Cortesia  
Hotel Quinta da Marinha Resort - Onyria Golf Resorts  
Onyria Palmares Beach House Hotel  
Jerónimo Martins  
The Coca-Cola Company  
Marriott Hotels Portugal  
Unilever Portugal  
Prodite Zeelandia (Panda bread)  
H&M (round up campaign)

### **In kind partnerships**

GfK Metris  
Ogilvy & Mather Advertising Portugal

**The Green Heart of Cork (GHoC)** is the WWF's project that focus on the conservation of the largest patch of cork oak in the world. It is located in the Lower Valley of the Tejo and Sado, in an area of half of a million hectares where is located the largest Iberian aquifer and includes some of the most biodiverse habitats of the Mediterranean. It aims to compensate landowners who contribute to the improvement of basic services that cork ecosystems provide to us all: the carbon sequestration, soil formation, regulation of the water cycle and biodiversity. The companies The Coca-cola Company, Jerónimo Martins and Unilever Portugal are partners of this project.

**The Fish Forward project**, co-financed by the EU, was launched during the European Year for Development in 2015, for more environmental, social and economic sustainability in fish and seafood consumption. During the three years of the project, the project targeted consumers, corporate sector and relevant authorities to increase the understanding of sustainable seafood and its impact on poverty reduction in developing countries and thereby taking responsibility as active contributors to sustainable development. The Marriott Hotels in Portugal have committed to increase the sustainability of their seafood portfolio in their restaurants.

The project **Check Out for Nature (COFN)** proposes to the participating hotels to suggest their customers at the time of 'check out ' a donation of 1 Euro as a voluntary action to support the organization and its conservation activities. The Hotels Quinta da Marinha Resort - Onyria Golf Resorts, Casa do Roxo and Herdade da Cortesia joined this initiative.



# WWF in Portugal

**+57 000**

Facebook Fans

**+850**

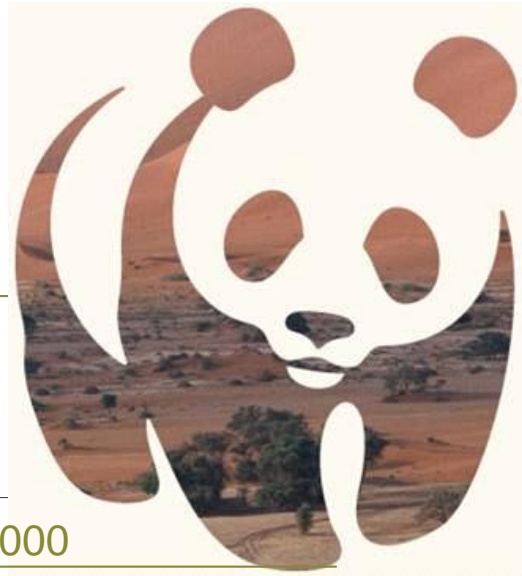
Followers on  
Twitter

**WWF.PT**

Webpage in PT

**+1000**

Followers on Instagram



**+2000**

volunteers

**+300**

Corporate and  
Institutional contacts

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