



BOLIVIA

WWF Bolivia

Corporate Partnerships Report



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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 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.

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 publically report these engagements. WWF Bolivia is currently 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 the GFTN manager's 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, GFTN Bolivia intends to focus support on forestry supply chain stakeholders that comply with legal processes and also with the national forest certification under ABT's authority (ABT - National Authority for Forests).

On the other hand, WWF Bolivia recently started a strategy to engage with new companies within the private sector; in this framework, we participated in a Forestry Fair in close coordination with two finance institutions and one international company. WWF Bolivia expects to consolidate the engagement with these companies by signing a MOU, and to implement the mentioned engagement strategy to reach new partnerships