



CORPORATE PARTNERSHIPS REPORT

**OVERVIEW OF WWF-MEX CORPORATE PARTNERSHIPS
FISCAL YEAR 2019**

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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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TAKING BOLD COLLECTIVE ACTION

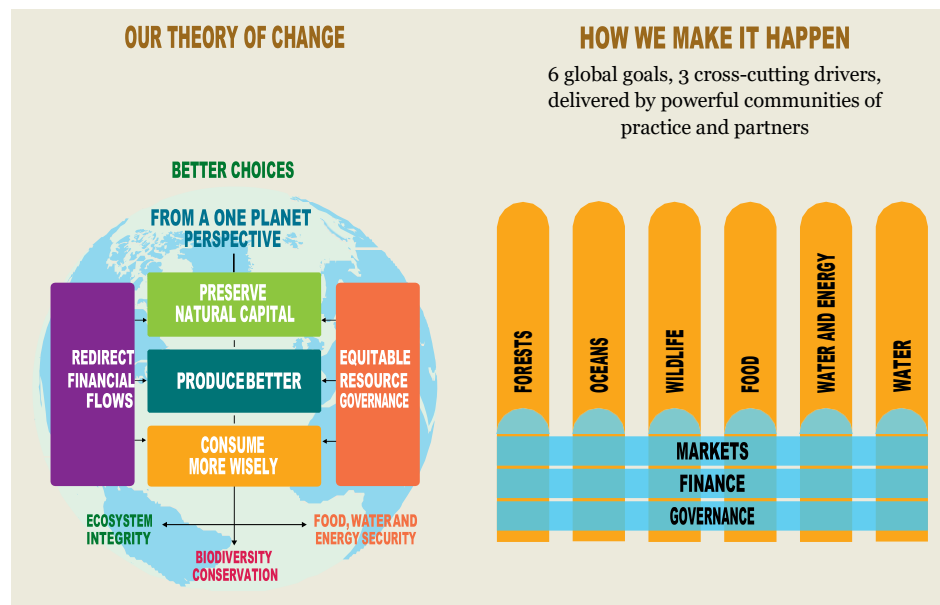
WWF has embarked on a journey of deep internal transformation that will make us stronger and more effective as we tackle the challenges and capitalize on the opportunities that lie ahead.

The time to act is now. We are putting 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 – on wildlife, forests, oceans, fresh water, 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 drives is strongly inclusive of 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 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 [2018 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. 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 (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 presents an overview of the partnerships that [WWF-Mexico](#) has with individual companies.

Most of WWF's engagement with business is focused on these key themes:

- Food, forest and ocean commodities,
- Climate & energy, 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. Specifically, WWF focuses on the largest companies that buy and produce agricultural commodities, such as palm oil or cotton, that drive deforestation or unsustainable water use; on fish, both wild caught, such as whitefish and tuna, and farmed such as salmon and shrimp; and 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.

On climate change and energy management, WWF engages the corporate sector with the aim of catalysing the transition towards a low carbon future and supporting the implementation of the Paris Agreement. Working in partnership with leading companies through the [Climate Savers programme](#) and in multi-stakeholder strategic coalitions such as [We Mean Business](#) and the [Science Based Targets Initiative](#), WWF leads the implementation of a corporate climate leadership agenda, including the adoption of science-based emission reduction targets, the transition towards an economy 100% powered by renewable energy, and the responsible and transparent engagement of companies in climate and energy policy.

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 tiger.

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 provide an overview of WWF Mexico's corporate partners. The funds used are used to:

- Work with companies to reduce their impacts and ecological footprint and guide productive sectors and markets towards sustainability, aligned with WWF's global conservation strategy;
- Increase public awareness of the main conservation challenges;
- Directly support WWF conservation projects.

WWF Mexico, as a representation of the WWF United States Program Office, is responsible for its contractual agreements with companies.

The companies' revenues represent 40.9% of the total income of WWF Mexico in the fiscal year 2019.

The following list includes the main corporate partners of WWF Mexico during fiscal year 2019:

Yves Rocher Foundation
 SC Johnson and Son
 Telcel
 The Coca-Cola Company

Yves Rocher Foundation Plant for the planet

The Yves Rocher Foundation, Yves Rocher Mexico and WWF Mexico collaborate within the framework of the “Plant for the Planet” Program to reforest the forests of the Monarch Butterfly Biosphere Reserve (RBMM) and its area of influence. This project is part of the global goal of 100 million trees that the Foundation promised to plant by 2020.

With the support of Yves Rocher the Monarch Butterfly Biosphere Reserve, in Michoacan and the State of Mexico it’s been reforested. This program works to conserve the butterflies' overwintering habitat and help the development of local communities.

CORPORATE ID CARD

Industry
Cosmetics and personal care products

Type of partnership
Sustainable business practices
Philanthropic partnership

Conservation focus of partnership
Climate change and fresh water
Forest
Biodiversity

FY 2019 budget range
\$100-250K

SC Johnson and Son Tree production for the Monarch Reserve

S. C. Johnson Mexico began operations in 1954 and has several programs focused on the preservation of the environment, environmental education, the well-being of vulnerable groups of the population and the promotion of culture. Their main areas of interest revolve around the conservation of forests and wetlands and supporting vulnerable women of all ages.

In 2010 S. C. Johnson Mexico and WWF Mexico partnered to restore forests within the Monarch Butterfly Biosphere Reserve. Until now, the production of 920,100 trees in community nurseries has been supported, with the reforestation of 855 hectares.

CORPORATE ID CARD

Industry
Cleaning and home products

Type of partnership
Sustainable business practices

Conservation focus of partnership
Forest
Species
Climate change and fresh water

FY 2019 budget range
\$25-100K

TELCEL

Large-scale conservation

Since 2003, the WWF Alliance Telmex Telcel Foundation has been working to preserve the country's natural resources and promote the well-being of the communities that depend on them, implementing conservation strategies for threatened and endangered species and their habitats. Together we have established a pioneering conservation model in Mexico that involves the participation of companies, civil society, the government, local communities, academia and scientists. The actions and achievements of its programs are disseminated through the mass media and educational activities that include websites, publications, movie minutes, festivals, press trips, posters and conferences in schools across the country. Its programs are:

Monarch butterfly: a) production of 16.4 million trees in community nurseries to restore 14,565 hectares of forests in the Monarch Butterfly Biosphere Reserve; b) productive projects for local communities, including mushroom production, handicrafts and sustainable tourism.

Sea of Cortez: supports the scientific research of 15 marine species (whales, sharks and turtles) through the use of innovative technology, which contributes to improving management and conservation practices.

Jaguar: supported the completion of the National Jaguar Census that estimated a population of 4,000 jaguars in Mexico, a key contribution to the national jaguar conservation strategy. It also contributes to the symposium on this feline and the creation of community vigilance groups.

The Coca-Cola Company

Improving people and nature's health

The Coca-Cola Company and WWF-Mexico have taken great strides to help minimize and manage the impacts of water scarcity for people and nature in the Sierra Tarahumara region, located in the upper part of the Río Conchos basin in Mexico.

WWF's collaboration with Coca-Cola in Río Grande / Bravo (RGB) began in 2007 and the impact of that work continues to grow and expand. This project is helping to reduce the vulnerability of the population in drought-affected communities in the Sierra Tarahumara region. The general goal of this cooperation is: To improve public policies regarding water to minimize and mitigate the impacts of the scarcity of the resource, as well as imparting the necessary knowledge to adapt to the population in a changing climate.

CORPORATE ID CARD

Industry

Wireless communications

Type of partnership

**Communication and awareness raising
Philanthropic partnership**

Conservation focus of partnership

**Forest
Marine species**

FY 2019 budget range

\$1-3 million

CORPORATE ID CARD

Industry

Food and drinks

Type of partnership

**Communication and awareness raising
Philanthropic partnership**

Conservation focus of partnership

**Climate change
Fresh water
Biodiversity**

FY 2019 budget range

\$25-100K

ANNEX: WWF INSTRUMENTS FOR ENGAGING COMPANIES IN CONSERVATION EFFORTS

The Climate Savers Programme is WWF's global platform to engage business and industry on climate and energy. Member companies take on two commitments: to become the best in class in reducing greenhouse gas emissions, and to influence market or policy developments by promoting their vision, solutions and achievements. The intention of the programme is to inspire a change in thinking about climate solutions in companies and encourage them to transform themselves in low-carbon leaders, acting as agents of change within their sphere of influence. This leaves member companies better placed to avoid carbon-related risks while realising opportunities within their long-term business strategies.

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 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.

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.

WWF's **Green Office** is an environmental management system for offices. The aim of the programme is to reduce carbon dioxide emissions and workplaces' ecological footprint. Green Office is suited to offices in private companies, the public sector and other organisations.

WWF **Corporate or Business Clubs** are membership programmes that provide a platform for companies locally or regionally to support WWF's work. Membership in such clubs does not create a partnership between WWF and the company, and does not imply an endorsement of any nature by WWF of the company or its products and services.

THE WWF NETWORK*

WWF Offices* Armenia

Australia	Hong Kong	Spain
Austria	Hungary	Suriname
Azerbaijan	India	Sweden
Belgium	Indonesia	Switzerland
Belize	Italy	Tanzania
Bhutan	Japan	Thailand
Bolivia	Kenya	Tunisia
Brazil	Korea	Turkey
Bulgaria	Laos Madagascar	Uganda
Cambodia	Malaysia	United Arab Emirates
Cameroon	Mexico	United Kingdom United States of America
Canada	Mongolia	Vietnam
Central African Republic	Mozambique	Zambia
Chile	Myanmar Namibia	Zimbabwe
China	Nepal Netherlands	
Colombia	New Zealand	
Croatia	Norway	WWF Associates*
Democratic Republic of Congo	Pakistan Panama	Fundación Vida Silvestre (Argentina)
Denmark	Papua New Guinea	Pasaules Dabas Fonds (Latvia)
Ecuador	Paraguay	Nigerian Conservation Foundation (Nigeria)
Fiji	Peru	
Finland	Philippines Poland	
France	Romania	
French Guyana	Russia Singapore	*As of August 2019
Gabon	Solomon Islands	
Georgia	South Africa	
Germany		
Greece		
Guatemala		
Guyana		
Honduras		

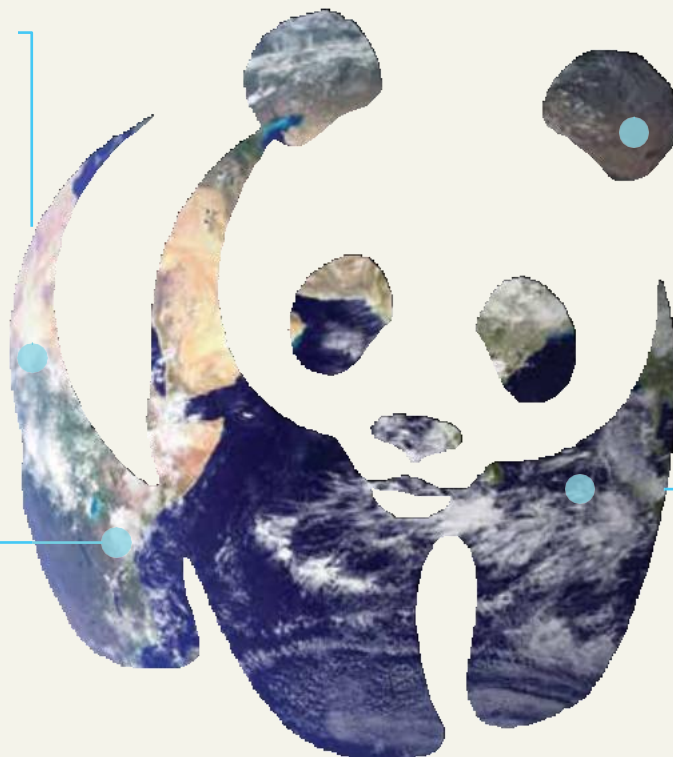
WWF in numbers

+100

WWF is in over 100 countries

1961

WWF was founded in 1961



12

WWF Mexico is among the 12 most biodiverse countries in the world

+5M

WWF has over 5 million supporters 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.

www.wwf.org.mx