



CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-PERU CORPORATE PARTNERSHIPS
FISCAL YEAR 2018 - 2019

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 – on wildlife, forests, oceans, 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.

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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.

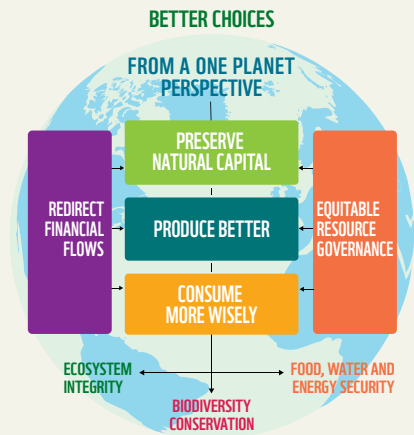
WWF’s mission is to stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature, by conserving the world’s biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

Published in July 2019 by WWF – World Wide Fund For Nature – WWF Peru (Formerly World Wildlife Fund), Lima, Peru. Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner.

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OUR VISION FOR CHANGE



HOW WE MAKE IT HAPPEN

6 global goals, 3 cross-cutting drivers, delivered by powerful communities of practice and partners



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 private 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. The private sector is also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

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

More specifically, our work with the private 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 and the Consumer Goods Forum) 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-Peru has with 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 the private sector 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 private sector 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-Peru 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-Peru is responsible for the (contractual) agreement(s) with the companies concerned.

INFORMATION ON WWF-PERU CORPORATE PARTNERSHIPS

The following partnerships have an annual budget of between €5K and 25K. Details of each partnership can be found below:

HP - Hewlett-Packard

CFG-Copeinca

HEWLETT
PACKARD

HP (Hewlett-Packard) supports the work of WWF Peru related to research studies and conservation activities, in order to protect endangered species and ecosystems in Peru. During the 2019, HP supported the investigation and generation of information to promote the conservation of the jaguar. As a result, 129 camera traps were installed and the population of more than 2000 jaguars was estimated in the Napo-Putumayo Corridor, located on the border between Peru, Ecuador and Colombia.

It is important to mention that HP supported WWF’s work several years ago, through an initiative related to the conservation of the taricaya turtles, another one focused on the commercial fishing of arahuana and a research study on the river wolf.

CORPORATE ID CARD

Industry

Computer hardware
Computer software
IT services
IT consulting

Type of partnership

Communication and awareness raising

Conservation focus of partnership

Wildlife conservation

FY2019 budget range (EUR)

Between €5K and 25K

CFG-COPEINCA

CFG-Copeinca and WWF Peru have joined efforts to promote better management and conservation of fisheries resources and marine fauna. This alliance focuses on monitoring and mitigating the impacts of bycatch in the anchoveta fishery through the commitment and sensitization of crew members, as well as strengthening their capacities in good handling and release practices for species caught incidentally in their networks fishing.

During 2018, CFG-Copeinca and WWF Peru conducted training sessions on the importance of conservation and good practices in handling and releasing incidentally caught species. As a result, a total of 623 crew members were trained.

During 2019, WWF participated in the SIMAR Meeting held in Chimbote, which was attended by more than 1000 crew members from different boats. These workshops were held with the objective of training the crew members in sustainable fishing, biodiversity, monitoring and mitigation of bycatch, as well as marine protected species, and were carried out by WWF Peru specialists.

CORPORATE ID CARD

Industry

Fisheries

Type of partnership

Communication and awareness raising

Conservation focus of partnership

Marine conservation

FY2017 budget range (EUR)

In kind

THE WWF NETWORK*

WWF Offices*

Armenia	Hong Kong	Spain
Australia	Hungary	Suriname
Austria	India	Sweden
Azerbaijan	Indonesia	Switzerland
Belgium	Italy	Tanzania
Belize	Japan	Thailand
Bhutan	Kenya	Tunisia
Bolivia	Korea	Turkey
Brazil	Laos	Uganda
Bulgaria	Madagascar	United Arab Emirates
Cambodia	Malaysia	United Kingdom
Cameroon	Mexico	United States of America
Canada	Mongolia	Vietnam
Central African Republic	Mozambique	Zambia
Chile	Myanmar	Zimbabwe
China	Namibia	
Colombia	Nepal	WWF Associates*
Croatia	Netherlands	Fundación Vida Silvestre (Argentina)
Democratic Republic of Congo	New Zealand	Pasaules Dabas Fonds (Latvia)
Denmark	Norway	Nigerian Conservation Foundation (Nigeria)
Ecuador	Pakistan	
Fiji	Panama	
Finland	Papua New Guinea	
France	Paraguay	*As at October 2017
French Guyana	Peru	
Gabon	Philippines	
Georgia	Poland	
Germany	Romania	
Greece	Russia	
Guatemala	Singapore	
Guyana	Solomon Islands	
Honduras	South Africa	

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

+25M

WWF has over 25 million followers on Facebook, Twitter and Google+



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