



WWF

VIETNAM



TOGETHER POSSIBLE

**ENGAGING WITH BUSINESSES
TO BUILD A SUSTAINABLE FUTURE**

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ABOUT WWF-VIETNAM

In continual development of the worldwide network, WWF started on a national conservation strategy in Vietnam in the 1990s, amongst the first international non-government organisations in the country.

Since then, WWF-Vietnam has worked closely with the government, businesses, and other key players on a range of environmental issues, and implemented various field activities across Vietnam, to address global and local environmental challenges.

CONSERVATION MISSION & PRACTICES

Alongside all WWF offices around the world, our Mission remains: to stop the degradation of Vietnam's natural environment and to build a future in which humans live in harmony with nature.

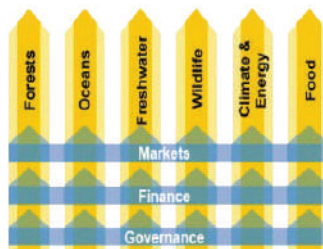
While continuing to deliver locally in crucial eco-regions, WWF-Vietnam sharpens the focus on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance.

WWF-Vietnam knows that one organisation alone can't effect the change needed. That is why our work on the goals and drivers 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: communities and corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers.

HOW WE MAKE IT HAPPEN

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



Under these 6 global goals, highlights of conservation areas in Vietnam include:

- Water stewardship
- Local community sustainable livelihoods
- Environmental education
- Biodiversity & species
- Climate change mitigation & adaptation
- Renewable energy & energy efficiency
- Sustainable production & consumption in the fisheries and forestry sectors

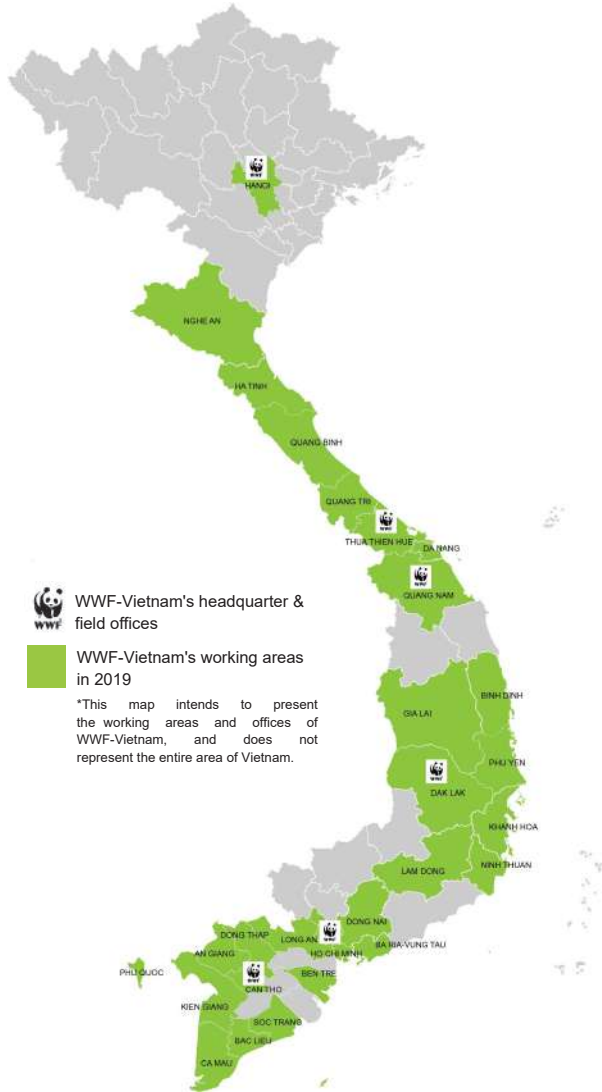


SINCE ESTABLISHMENT
IN 1995

MORE THAN
20 YEARS
OF OPERATION IN
VIETNAM

6 OFFICES
ACROSS
THE COUNTRY

WORKING TO SUSTAIN
THE NATURAL WORLD
FOR PEOPLE AND
WILDLIFE



OUR WORK WITH THE CORPORATE SECTOR

“ALIGNING BUSINESS STRATEGY WITH THE IMPLEMENTATION OF SOCIAL RESPONSIBILITY, SUCH AS ENVIRONMENTAL PROTECTION, WOULD BENEFIT OUR ENVIRONMENT, COMMUNITY, AND THE BUSINESSES THEMSELVES IN THE LONG RUN.”

Dr. Van Ngoc Thinh
Country Director,
WWF-Vietnam

The challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organisation to solve alone.

Therefore, WWF-Vietnam seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of Vietnam's nature, and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change.

Businesses drive much of the economy, and have the power to demonstrate their social responsibility by ensuring that Vietnam's natural resources and ecosystems, which underpin their businesses, are used sustainably. Business is also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

By working with businesses, WWF-Vietnam aims to change behaviour and drive conservation results that would not be possible otherwise. More specifically, our work with businesses in Vietnam aspires to do this by:

- promoting better production and responsible sourcing of raw materials that otherwise drive deforestation or unsustainable use of water;
- raising awareness of the need to consume more wisely;
- protecting some of the world's most ecologically important places;
- supporting the equitable sharing of natural resources;
- encouraging a switch away from fossil fuels to 100% renewable energy;
- engaging jointly on public policy; and
- redirecting financial flows to support conservation and sustainable ecosystem management.

WWF-VIETNAM'S CORPORATE PARTNERSHIPS

The cooperation with our 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.

As this publication shows, many of WWF-Vietnam's partnerships with companies leverage a combination of these approaches.

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

WWF-Vietnam partners with business in raising awareness of key environmental issues and mobilising 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-Vietnam stands. This approach includes; for example, consumer actions to encourage the purchase of sustainable products such as MSC® 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 impact.

LIST OF FEATURED CORPORATE PARTNERSHIPS

The following list (in alphabetical order) represents highlights of WWF-Vietnam's corporate partnerships and projects supported by corporates in Vietnam in the recent years:

- | | | |
|---|--|---|
| 1. BOO JSC.
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BOO JSC.

Joining the *Earth Hour* movement initiated by WWF around the world, BOO JSC. launched their own *Lights off, Ideas up* campaign in 2010.

Over nine consecutive years, the annually run campaign, with WWF-Vietnam first as a partner and then as a technical knowledge advisor, has gathered the country's youth, celebrities and artists each year, inspiring hundreds of thousands of people to do their part in protecting the environment while incorporating sustainability into the company's business operations and engagement with customers.



On Saturday, 31 March 2007, WWF initiated the world's first Earth Hour event in Sydney, Australia. Since then, Earth Hour has become a global movement, inspiring millions of individuals, businesses and organisations across seven continents, such as BOO JSC., to participate in critical climate and conservation projects.



© BOO JSC.

Within WWF-Vietnam's *I will if you will* initiative, BOO JSC. has engaged its customers and contributed more than 10,000 mangrove trees to a reforestation project in Thua Thien Hue's coastal areas.

Through these activities, the company has become a pioneering local companion of WWF-Vietnam in motivating young people's involvement in environmental issues and sustainable development in the country.

The mangrove reforestation project in Thua Thien Hue, partly supported by BOO JSC., aimed to prevent erosion, salt intrusion and limit flooding, to ensure safety and livelihood for local communities in the province's coastal areas.



© WWF-Vietnam

GRAB Grab has teamed up with WWF to engage community support for the protection of Southeast Asia's most endangered wildlife through the GrabRewards Programme.

Not only raising awareness of the threatened wildlife, this collaboration will support WWF's efforts to increase funding for their protection.

From March to August 2019, Grab users from eight markets in Southeast Asia have a chance to use their Grab loyalty points (GrabRewards) to help fund WWF's work. In Vietnam, this support will contribute directly to the conservation of Asian elephants and saola, two of the most iconic species facing an increased threat to their existence due to poaching, wildlife trade and habitat destruction.



© David Hulse / WWF

Since saola was first discovered in 1992, only about 10 of them have ever been captured alive in Laos and Vietnam. Without professional veterinary care, the longest that any of these captive animals lived was just a few months. Thus, it will take an all-out effort through halting poaching and starting a captive breeding programme to increase its numbers.



© Martin Harvey / WWF

Meanwhile, a recent estimate indicates the possibility of Vietnam's largest wild elephant population in Yok Don National Park will go extinct before the end of this century if no action is taken to protect both elephants and their habitat.

With approximately 70 animals remaining, Yok Don's population is critical to the survival of wild elephants in Vietnam.

Along with restoring forest habitat for elephants and saola, WWF-Vietnam is providing protected area staff with training on biodiversity monitoring and patrolling techniques and the necessary equipment to do their work. WWF-Vietnam is also working with local communities to raise awareness about threats to wildlife and create sustainable livelihoods for local communities as it is vital for wildlife and people to thrive in harmony.

More work is required to bring wildlife populations back from the brink. With the dedicated effort of local communities, we can create a safer world for saola and elephants, saving them for future generations.

HSBC BANK VIETNAM

HSBC has been a long-term WWF partner on a global scale for more than 17 years. In Vietnam, WWF-Vietnam and *HSBC Water Programme* have come together to work on a multi-year freshwater partnership. The project contributes to WWF-Vietnam's national conservation strategy while also supporting to multiply the impact of the *HSBC Water Programme* which has benefited more than 2.5 million people in total across five major river basins of the world.

The mutual community-based freshwater conservation efforts focus on protecting the ecosystem to support ecotourism development and local communities' livelihood improvement. In Tram Chim National Park in the Mekong Delta and in Vu Gia Thu Bon River Basin, the on-going project aims contribute to the river basin improvement by achieving the goal of: *Communities in key freshwater landscapes are engaged in freshwater conservation through education, citizen science and improved management, enhancing environmental, social and economic benefits.*



Photos: © Thomas Cristofolletti / WWF-US

The project framework expects the immersive engagement of 350 HSBC staff volunteers to ensure an impactful difference in project delivery while transforming water management and building the capacity of communities in need. Participating in the project activities by either leveraging their professional expertise or utilising their new environmental knowledge and citizen science skills - learned through trainings with the WWF-Vietnam team - the passionate HSBC volunteers work to create a genuine impact on the ground.



Photos: © WWF-Vietnam



IN 2018 AND 2019,
THE PARTNERSHIP
EXPECTS TO
ENSURE

300 HOUSEHOLDS
BENEFIT FROM
IMPROVED
BUSINESS &
TOURISM
PRACTICES

AND 8,200
TEACHERS AND
STUDENTS
BENEFIT FROM
PROGRAMMING.

THE PARTNERSHIP FOR SAOLA CONSERVATION

HAS DELIVERED
MORE THAN 3,000
PATROLLING DAYS

ENGAGED WITH
1,100 COMMUNITY
MEMBERS,
AND 11 VILLAGES.



© WWF-Vietnam / Thanh The Vinh

The guards are good at spotting snares because many of them had been hunters themselves - until WWF-Vietnam trained them and gave them more sustainable livelihood opportunities - which has inspired many to become conservation ambassadors within their own communities.



Photos: © WWF-Vietnam / Luong Viet Hung

Throughout the partnership, HSBC employees' engagement has always been an immovable component. From accompanying forest guards on patrolling trips in the Truong Son Mountains, to facilitating community awareness raising sessions, volunteering connects HSBC employees to nature while they increase their understanding of Vietnam's distinctive biodiversity and participate in vital conservation work.

The dynamic partnership between HSBC and WWF-Vietnam truly provides a unique platform, helping to not only protect our natural resources but also providing staff volunteers the opportunity to really participate in the bank's community-support agenda. Active involvement by volunteers in the drive for needed changes leads to the betterment of communities and the local environment.



IKEA started its work with WWF in the Mekong region in 2006, and is currently supporting a new project phase, operating in Cambodia, Laos, Thailand and Vietnam.

The partnership aims to transform the current market landscape for key timber-related commodities, such as rubber wood, acacia, rattan, and bamboo.

In Vietnam, the *Strengthening responsible natural fibre and timber production in the Greater Mekong* project helps facilitate and improve the sustainable supply chain of Forest Stewardship Council certified (FSC®) timber, enables plantation forests of smallholders in central Vietnam to become FSC® while ensuring IKEA materials sourced from responsibly managed forests. Smallholders' certified forests are not only environmentally appropriate; they also provide social benefits and economic sustainability for present and future generations.

Alarming, we are irresponsibly taking more from nature than natural systems can replenish, jeopardising our own well-being and survival. Recognising the scale and complexity of the impacts caused by the production of major global commodities such as timber and cotton, and the role of business in driving change, WWF and IKEA have joined forces to transform production processes for the better across whole sectors. Through engagement, innovation and advocacy, our partnership is driving the development of water stewardship, more sustainable cotton and timber markets. Together, we are transforming business for the benefit of people and planet, helping secure a healthier future for everyone.



Photos: © James Morgan / WWF

Until 2019 – total accumulation of 6,843 ha of 1,496 FSC® acacia smallholders' plantations in Vietnam supply materials to IKEA suppliers. It is expected that FSC® acacia area will be increased to 8,000 ha by 2020.

Built on more than eight years of collaboration between IKEA and WWF, *Sustainable Bamboo, Acacia and Rattan Project (SBARP)* is a regional project aiming to strengthen and scale up responsible sourcing and production of acacia, rattan and bamboo by small-scale producers in Cambodia, Laos and Vietnam.

The new project phase (2017-2020) will extend its engagement with the key stakeholders to promote responsible forest management and trade practices as well as sustainable supply chains and standards of timber (acacia) and natural fiber (rattan and bamboo). This includes business development services providers who have not been fully engaged before. Additionally, the project will focus on increasing awareness and capacity among key companies, communities, and consumers to enhance commitments, actions, accountability, transparency, and leadership throughout the full supply chain to better conserve and value forest ecosystem services.

BETWEEN 2016
AND 2019,

FSC-CERTIFIED
ACACIA
PLANTATIONS
SUPPORTED BY
THE PROJECT
IN VIETNAM

INCREASED
FROM
925 HA TO
20,810 HA.

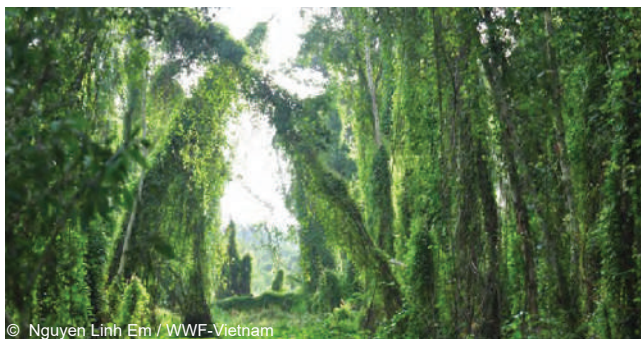
INTEL PRODUCTS VIETNAM

Since 2016, Intel Products Vietnam (Intel) and WWF-Vietnam have joined their efforts to restore wildlife habitats in Lang Sen Wetland Reserve (LSWR) by reforesting degraded areas with native plant species.

LSWR is located in Long An province and covers an area of 5,030 ha, the second largest area of what remains of the Plain of Reed, and provides essential natural resources and ecosystem services to 9,000 local people.

Lang Sen, officially recognised as the 7th RAMSAR site (an internationally significant wetland) in Vietnam and the 2,227th in the world, is home to 156 plant species, 122 bird species, and a number of small mammal and reptile species.

The forests within the Reserve have been degraded recently due to unfavourable weather conditions and the impacts of climate change.



© Nguyen Linh Em / WWF-Vietnam

By the end of 2017, the project reforested the area with a total of 19,500 trees, helping to provide favourable conditions for local wildlife, improve water regulation capacity of the wetland, and provide non-timber products to support poor and near-poor community members.



© WWF-Vietnam

Within the period of 2016 - 2017, the project has engaged nearly 700 Intel volunteers to support the Reserve and local people in several tree planting days in Lang Sen, where volunteers get to experience the daily conservation work that goes into protecting the area's unique biodiversity.

INTERNATIONAL INVESTMENT BANK

The International Investment Bank (IIB), with its ongoing goal to contribute to environmental and endangered species conservation, initiated a sponsorship in 2015 to WWF-Vietnam's efforts in protecting the country's elephants.

Approximately 100 wild elephants remain in the country, with a population of 60 - 70 individuals in the Yok Don, Dak Lak area. Despite efforts, both captive and wild elephant populations in Dak Lak province have reduced sharply in the last 40 years.

In January 2016, WWF-Vietnam launched the national initiative, enabled by IIB's funding, to assist authorities in developing provincial and national strategies for protecting the elephants in Dak Lak and Vietnam.



Photos: © Kayleigh Ghiot / WWF-Vietnam

In late 2015, when Jun - a young male elephant - was found and rescued in Yok Don National Park (NP), he had been trapped and injured badly. Despite the NP's veterinarian's best efforts to nurse him back to health, sadly, Jun's toes and part of his heel had to be amputated due to infected wounds. His trunk was permanently damaged. He would not be able to return to his natural habitat. The forests of Yok Don NP, Dak Lak, lost a could-have-been mighty elephant herd leader.

The initiative, aiming to prevent future recurrence of regrettable cases like Jun's, is among IIB's efforts to deliver its goals in sustainable development and environmental protection within Vietnam, where the company implements their activities.

MICROSOFT

Through the span of a two-year project that had started in 2013, the Microsoft – WWF-Vietnam partnership brought

about positive change to nature and the livelihoods of people living in coastal lagoon areas in Thua Thien Hue province.

Supported by WWF-Vietnam's conservation expertise and wide network of local partners, Microsoft was able to deliver its commitment to social responsibility by improving the lives of those most in need.

After the collaboration, with an area of more than 20 ha reforested with 23,000 mangrove trees and 400 households trained and adopting eco-aquaculture practice, people in the area now have more stable harvests, incomes, and safety.

By raising community awareness on the benefits of mangroves in aquaculture practice, many local farmers agreed to participate in the project and actively engaged in mangroves plantation and management.

This activity helped bring mangroves' ecological benefits to the local farms and prevent people from cutting down mangrove trees to build aquaculture ponds.



The partnership's strategy proved to create a significant behaviour change in the local community ensuring the long-lasting impacts of the newly planted mangroves.



Given the changing perception of local communities towards benefit-sharing and community based management of natural resources, WWF-Vietnam designed the project to not only be participatory but to effectively become part of the community itself to ensure its sustainability.

PRUDENTIAL

While ramping up the conservation efforts for a promising 2019, WWF-Vietnam and Prudential Services Limited (UK) and

Prudential Vietnam Assurance Private Limited have launched a potentially multi-year partnership for plastic waste reduction in Vietnam. With a shared vision and perspective in confronting plastic issues, WWF-Vietnam and Prudential have collaborated from the initial project concept discussion and development; pulling together innovative yet pragmatic ideas and resources for the Building plastic pollution free communities project. The project aims to significantly change the perception and behaviour of Vietnamese plastic consumption for the sake of environmental sustainability.

THE PARTNERSHIP
WILL ENGAGE
ABOUT

100
JOURNALISTS

6,500 STUDENTS
AND
1,000 TEACHERS
IN 5 SCHOOLS

AND HUNDREDS OF
THOUSANDS OF
CORPORATE STAFF.



© Khuong Dinh Nhat / VAS Handi

The initiative's approach is based on the direct participation of individuals in shared activities. WWF-Vietnam and Prudential will engage schools, businesses, and communities, through environmental education programming, online and offline communication campaigns, involving mass media to raise awareness and change behaviour, and a Green Corporate Forum to share lessons with the business sector.

With technical support from WWF-Vietnam, approximately 200,000 Prudential staff and agents will learn how to be strong supporters and advocates of a growing global and local movement addressing plastic pollution. The Prudential employees will practice plastic waste reduction by conducting an audit of their current plastic habits, assessing potential solutions to reduce plastic waste, and creating an action plan.



© WWF-Vietnam / Phan Nguyen Tuyen

Prudential staff volunteers will not only participate in driving the changes but also be the change and inspiration for their institution and communities to continue this spirit, even beyond this partnership framework.

Looking outwards, additional connections and partnerships will be forged through Prudential's other stakeholders including customers, partners, and suppliers. The story that will unfold within Prudential will be replicated externally throughout public spaces and other institutions. The project will have a significant impact on the beginning development of a Vietnam that has healthier and more sustainable lifestyles, a cleaner ocean, and greener businesses.

PRIVATE SECTOR JOINS FORCES TO SUSTAIN A PLASTIC WASTE FREE ISLAND

IN 2018 - 2021,
THE PROJECT WILL

TRAIN
60 TEACHERS,

ENGAGE
400
HOUSEHOLDS,

AND ELICIT
COMMITMENT
FROM
50 BUSINESSES

IN WASTE
MANAGEMENT.

In addition to beautiful beaches, rich biodiversity and delicious seafood, Phu Quoc is facing serious terrestrial and marine pollution largely from plastic waste, which is caused by the rapid development of tourism and investment, in combination with waste management incapacity. As an endeavor to protect the island from plastic waste, WWF-Vietnam, local communities, businesses, organisations and government agencies have mobilised efforts for the *Phu Quoc - Toward a plastic waste-free island* initiative.

Besides training for schools, working with fishing boats and supporting local communities in plastic waste management, the project greatly engages the hospitality sector and street shops to fight against plastic.



Photos: © WWF-Vietnam

Alternative products have been used to replace plastic at many resorts and shops.

Corporates who sign the project commitment become pioneers in reducing plastic in their operation.

- Dusit Princess Moonrise Beach Resort Phu Quoc
- Flipper Diving Club
- Fusion Resort Phu Quoc
- Green Bay Phu Quoc Resort & Spa
- InterContinental Phu Quoc Long Beach Resort
- JW Marriott Phu Quoc Emerald Bay
- La Veranda Resort
- Nam Nghi Phu Quoc
- Novotel Phu Quoc Resort
- Peppercorn Beach Resort
- Phu Quoc Ecotodge
- Salanda Resort Phu Quoc Island
- Twosie Island

Particularly, the project made a big splash on World Ocean Day 2019, with the participation of almost 1,000 people and public commitment from the Phu Quoc's People Committee towards tackling the mounting plastic waste issue.

This is part of WWF-Vietnam's contribution to WWF's ambitious global target of reducing plastic leakage into the ocean by 50-100% by 2035. Key strategies to achieve this include government engagement to alter policies on waste management, corporate engagement for business transformation to minimise plastic production and individual behaviour change initiatives to reduce day-to-day plastic consumption.

SOPEX VN

Having a premium coffee line named after saola, a rare and distinctive species, SOPEX VN was inspired to sign on to a partnership with WWF-Vietnam in 2017. The company consistently donates a portion of the revenue from its internationally sold Saola River premium coffee, contributing to the continuation of long-term saola protection efforts and WWF-Vietnam's conservation work.

Believed to be a relic species of the last Ice Age, saola are a strong symbol for the diversity of the Annamites Mountains in Vietnam and Laos - the only area it calls home. None exist in captivity and this rarely-seen mammal is already critically endangered.



WWF-Vietnam's work with local government, partners, and communities focuses on strengthening and establishing protected area. During 2011 - 2017 and over 58,000 patrols days, almost 1,450 illegal camps have been destroyed and 116,000 snares and traps have been removed. Conserving and restoring forests protects unique species like the saola while also supporting and enhancing the livelihoods of people whose existence rely on ecosystem services provided by the forest. Over the years, almost 3,600 households from 9 communes in Thua Thien Hue and 11 communes in Quang Nam were engaged in conservation programmes and an excess of 170,000 person days employment were created which helped communities generate income.



Photos: © SOPEX VN

The paths of SOPEX VN and WWF actually crossed in 2013 when SOPEX VN established its tourism enterprise with local communities in Cat Tien National Park and began operating Talai longhouse which was built with support of WWF-Vietnam to provide accommodation for tourism. All of these bring considerable economic benefits to the community and the park.

WWF-VIETNAM
HAS TRAINED

400
BANKERS

FROM
OVER 30
FINANCIAL
INSTITUTIONS

IN
9 INDUSTRY-WIDE
AND BILATERAL
WORKSHOPS

ON ESG ISSUES.



Financial Institutions (FIs) are particularly exposed to both risks and opportunities in the transition to a low carbon future, and are uniquely positioned to steer the direction of the global economy. By integrating Environmental, Social and Governance (ESG) analyses into their lending, investment and underwriting practices, FIs can reduce risks to their portfolios, enhance value creation and support companies as they transition to more sustainable business models. This also serves to build a stronger and more resilient global economy.

WWF-Vietnam has been working with the banking sector and key financial stakeholders to promote sustainable finance practices. WWF-Vietnam also assesses how well the top five listed banks in Vietnam addressing ESG issues in their lending activities using the proprietary Sustainable Banking Assessment framework. The assessments are used for engagement purposes to help banks understand how they can improve on their ESG integration performance.

Furthermore, WWF-Vietnam collaborates with banking regulators including State Bank of Vietnam to develop sustainable banking regulations and guidelines. This includes providing technical environmental and social advice into sectoral guidelines for aquatic product processing as well as pulp & paper industries. The guidelines are toolkits to help banks assess environmental and social risks of credit projects. Such work has highlighted WWF-Vietnam's commitment to sustainable finance, which will help channel financial flows to sustainable activities to achieve positive environmental and social outcomes.

TETRA PAK

Tetra Pak started its partnership with WWF-Vietnam in 2017 with a focus on protecting and responsibly managing forests in Vietnam.

The partnership aimed to restore the forests that are critical to wildlife habitats and human living conditions in Lang Sen Wetland Reserve (LSWR), Long An Province. The project reforested an 8-ha area in the Reserve with more than 4,000 thorny bamboo (*Bambusa Bambos*) trees.



Beyond reforestation, Tetra Pak and WWF-Vietnam collaborated on promoting the use of recyclable packaging, recycling practice and their benefits, through a series of events and activities across the country, in order to advance the protection of forests in Vietnam and all over the world.

At the end of 2017, the partnership started a new project on providing clean drinking water to more than 10,000 students and teachers at 29 kindergartens and schools in the buffer zones of Tram Chim National Park. Besides technical activities, including necessary equipment installation and training in use and maintenance, the project also seeks to raise awareness for local students and teachers in environmental conservation, through which they will learn to understand the values of the natural resources of the National Park and how to protect these resources with their actions.

This project is part of Tetra Pak's campaign to raise consumers' awareness about green and healthy lifestyles through a series of events and activities across the country. The campaign inspired families to share videos about their daily contributions to environmental protection. Videos showed families sorting waste, recycling waste items, limiting the use of nylon bags, and conserving natural resources. Not only does the campaign encourage communities to care for our planet but it also reaches out to marginalised communities and helps to improve their lives.

For thousands of people in the buffer zone of Tram Chim National Park, access to safe drinking water remains a day-to-day struggle.

The Delta is facing water resource problems such as floods, saline intrusion, acid sulphate soils, water pollution and droughts. More than providing access to clean drinking water, the partnership aims to educate students in order to protect the region's natural resources in the long term.



© Thomas Cristofolletti / WWF-US

THE COCA COLA COMPANY

10 BILLION LITERS
OF WATER
WILL CONTINUE
TO BE
REPLENISHED
ANNUALLY IN
TRAM CHIM
AREAS.

300 POOR
HOUSEHOLDS
CAN ACCESS THE
PARK TO FISH
AND COLLECT
VEGETABLES TO
INCREASE
INCOME.

Since 2007, The Coca-Cola Company and WWF-Vietnam 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 of freshwater conservation, a collaboration between The Coca-Cola Company and WWF-Vietnam.



© Nguyen Van Hung / WWF-Vietnam

Tram Chim National Park (TCNP) is a remaining area of the Plain of Reeds – a vast seasonally flooded wetland system - that supports 130 fish species and 256 bird species, including the park's flagship species - the Sarus Crane.

The partnership seeks to improve the ecological conditions of the Plain of Reeds wetlands, located in the Mekong River basin, through habitat restoration, collaborative management and livelihood interventions, with a focus on TCNP.

In collaboration with the Management Board of TCNP, the project places emphasis on restoring wetland habitats; promoting sustainable use of natural resources by local communities; and streamlining wetland related policies.

TCNP ecosystems provide ecological functions and support the livelihoods of 50,000 people living around the Park.

The project helped them sustainably use the Park's resources, which equipped them to contribute to and sustain conservation impacts in the area.



© Thomas Cristoforetti / WWF-US



© WWF-Vietnam

VOLVO

More than half of the world's population reside in cities and over 70% of the world's CO₂ emissions are generated by cities' residents. Volvo and WWF-Vietnam

work together to support WWF's global programme *One Planet City Challenge* (OPCC) (formerly named *Earth Hour City Challenge* (EHCC)) to help drive sustainable city development, with a special focus on mobility during the period of 2016–2017.

OPCC has been created to mobilise action and support from cities in the global transition towards a climate friendly one-planet future. OPCC engages cities from all over the world to accelerate their commitments and actions, for example by generating solutions and plans for sustainable mobility.

In partnership with WWF-Vietnam, Danang won the OPCC in 2018, earning itself the title of the National Capital of Vietnam following its commitment to solar energy and carbon emission reduction by 25 percent by 2030.

Another cities joined the challenge were Hoi An and Dong Hoi who were also selected for the final round of OPCC.



Furthermore, Volvo Group employees also participate in OPCC activities through their offices in many other countries and regions, in order to share knowledge, increase awareness and contribute to sustainable urban transport solutions to benefit the overall objectives of OPCC.



To reach its ambitious target and commitment, Hue City created seven specific action plans, focusing on urban greening, green tourism development, effective disposal of trash and waste water, intelligent public lighting systems, renewable energy and eco-friendly construction materials.

Bike Share is one of many initiatives to increase eco-friendly transportation in the city.



© Le Thanh Tung / WWF-Greater Mekong

A kingfisher overlooks the ecotourism home stays in Mui Ca Mau. Through a part of the HSBC Water Programme, WWF-Vietnam supported local community members in and around Mui Ca Mau National Park to become ecotourism homestay hosts, as a sustainable alternative livelihood.

INDIVIDUAL FUNDRAISING SUPPORT

After 2 years of online engagement with more than 20,000 supporters across the country, WWF-Vietnam launched the first face-to-face Individual Fundraising activity, aiming to increase individuals' commitment and support in the country's conservation projects.

As a result of the programme, 400 individuals became financial donors to WWF-Vietnam's conservation projects in Vietnam's Yok Don National Park and Central Annamites to protect the Asian elephant and saola.

The programme's information booths, such as the one at the Saigon Metropolitan Tower, District 1, Ho Chi Minh City, offered an opportunity for young, urban professionals to learn about the country's endangered species and how WWF-Vietnam's efforts can help protect nature in Vietnam.



While reaching more than 12,000 people on digital platforms, the programme engaged thousands of visitors at WWF-Vietnam's information booths which were set up in office buildings, and shopping malls in Ho Chi Minh City.

Many corporate members of staff, during the programme, also became ambassadors for wildlife and WWF-Vietnam's conservation projects, and together with their colleagues increase environmental awareness in the workplace through the programme's online educational engagement content.

FUJI XEROX

Fuji Xerox has been a long-term supporter of the FSC® standards for paper procurement, which helps to ensure that the forests around the world are responsibly managed. Starting from 2017, Fuji Xerox sponsored the printing of WWF-Vietnam's communications materials onto FSC® paper, including the leaflets below, used in the *Individual Fundraising* programme as well as many other publications such as poster, annual report and calendar.



© WWF-Vietnam

This sponsorship has contributed to WWF-Vietnam's commitment of ensuring that its operation, and specifically its paper use, minimises polluting impacts on climate and water, while delivering communications outputs that are necessary for conservation wins.

CORPORATE SUPPORT

In addition, the programme received tremendous support for its implementation from the following partners:

Crescent Mall

Keppel Land - Saigon Centre

Renaissance International School Saigon

Saigon Metropolitan Tower Limited

Saigon Outcast

SonKim Land Corporation

The Landmark

VIETNAM'S FIRST EVER SUSTAINABLE SEAFOOD WEEK

In August 2015, seafood certified by the Aquaculture Stewardship Council (ASC®) as being responsibly farmed in Vietnam, meeting strict standards in food safety and social and environmental responsibilities, had officially reached the domestic market for the first time.

This was part of the regional *Sustainable Seafood Week 2015*, organised by WWF-Vietnam in partnership with a number of companies from various industries, to raise consumers' awareness on the seafood sector's responsible practices in the Asia Pacific region, including Vietnam.

Eat In Style - Know The Origin was the Vietnam campaign's key message and slogan. It promoted the green lifestyle and encouraged consumers to learn to make conscious choices regarding seafood products, based on the sustainability of their origin.

Photos: © WWF-Vietnam



Reaching beyond its limited timeframe, *Sustainable Seafood Week 2015* provided a much needed opportunity for Vietnam's consumers and businesses to explore, experience, and voice their support for sustainable seafood production in the country.



Executive Sous Chef at InterContinental Asiana Saigon Hotel, a partner in the Sustainable Seafood Week, presented a cooking show during the launching event, using ASC® shrimp produced and processed in Mekong Delta, Vietnam.

During the Sustainable Seafood Week, an array of activities took place to engage consumers in supporting the sustainable consumption and production of seafood in Vietnam.

While flashmobs with WWF-Vietnam's panda attracted the mall visitors, WWF-Vietnam's volunteers assisted consumers with information on international standards and reliable certification schemes for seafood products, and their benefits to both producers and consumers in Vietnam.



© WWF-Vietnam

Besides promotion activity at Crescent Mall, which engaged with more than 2,000 consumers, the campaign also attracted the participation of a number of restaurants both in Hanoi and Ho Chi Minh City.

During 10 days, the restaurants served ASC® seafood, officially available in Vietnam for the first time, and directly promoted the consumption of sustainable seafood to diners.

The success of Vietnam's first ever *Sustainable Seafood Week* is in part thanks to the great support and contribution from our corporate partners within the programme:

BOO JSC.

Crescent Mall

FBNC

Hung Vuong Corporation

Intel Products Vietnam

InterContinental Asiana Saigon Hotel

Panasonic

Phu Hung Assurance

TBWA\Vietnam

GREENING VIETNAM'S TEXTILE INDUSTRY

WWF has
engaged
international
fashion brands
with their
suppliers in
Vietnam
including

Adidas,
H&M,
HUGO BOSS,
Otto Group,
PUMA,
Tommy Hilfiger
and VAUDE

in improved water
management,
energy
sustainability and
climate action.

The textile and garment sector is one of the key drivers of Vietnam's economy. It is also a heavy energy and water user due to significant consumption of water, energy and chemicals in dyeing, knitting and weaving processes.

In order to improve water and energy performances to reduce their impact on the environment and local community, WWF and the Vietnam Textile and Apparel Association (VITAS) have joined forces in *Greening Vietnam's textile and garment sector through improved water management and energy sustainability* project, which is sponsored by HSBC.



By end of the project, it is expected that a Sustainable Committee on textile and garment industry will be established with the participation of multi-stakeholders in the sector to implement the Green Textile Vision, focusing on improving water and energy performances in the most concentrated textile factories region, including Ho Chi Minh City and surrounding provinces, cities in Dong Nai and Mekong river deltas; and a green financing mechanism is established to leverage financial support for bankable projects on water and energy in the textile sector.

Meanwhile a *Climate Action Training* with the participation of five German fashion brands in Vietnam was conducted to support their efforts in enabling and intensifying climate protection efforts. The training introduced first steps on greenhouse gas emissions accounting, climate mitigation targets and suitable reduction measures on how to improve energy efficiency and implement renewable energy. In following up with the training results, there have been active discussions to roll out potential trainings to build capacities of more factories as well as sharing best practices and exchanging know-how on climate actions.



THE WWF NETWORK*

WWF Offices*

Armenia	Hong Kong	Suriname
Australia	India	Sweden
Austria	Indonesia	Switzerland
Azerbaijan	Italy	Tanzania
Belgium	Japan	Thailand
Belize	Kenya	Turkey
Bhutan	Laos	Uganda
Bolivia	Latvia	Ukraine
Brazil	Madagascar	United Arab Emirates
Bulgaria	Malaysia	United Kingdom
Cambodia	Mexico	United States of America
Canada	Mongolia	Vietnam
Chile	Mozambique	Zimbabwe
China	Nepal	
Colombia	Netherlands	WWF Associates*
Costa Rica	New Zealand	Fudena (Venezuela)
Croatia	Norway	Fundación Vida Silvestre (Argentina)
Denmark	Pakistan	Nigerian Conservation Foundation (Nigeria)
Ecuador	Papua New Guinea	
Fiji	Paraguay	
Finland	Peru	*As at October 2017
France	Philippines	
Gabon	Poland	
Georgia	Portugal	
Germany	Romania	
Ghana	Russia	
Greece	Singapore	
Guatemala	South Africa	
Guyana	South Korea	
Honduras	Spain	

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+

