



WWF

REPORT

BR



# CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-BRAZIL CORPORATE PARTNERSHIPS  
FISCAL YEAR 2018

**For further information on specific partnerships**, please contact  
WWF-BR

Gabriela Yamaguchi ([gabrielayamaguchi@wwf.org.br](mailto:gabrielayamaguchi@wwf.org.br))

**For any media enquiries**, please contact

Jair Oliveira ([jairoliveira@wwf.org.br](mailto:jairoliveira@wwf.org.br))

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

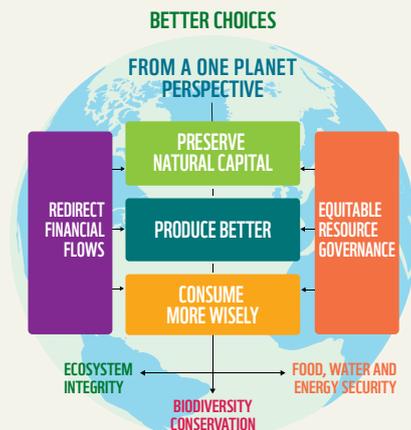
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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.

### 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 [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. 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-Brazil 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-XX 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-BR 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.

In financial year 2018, the total income from business represented 7% of the total WWF-BR income.

## INFORMATION ON WWF-BRAZIL CORPORATE PARTNERSHIPS

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The following list of companies is an overview of all the corporate partnerships that WWF-Brazil has with an annual budget of greater than EUR25,000. Details of each partnership can be found below:

Ambev

Banco do Brasil

Celpe, Coelba e Cosern

Itaú

Suzano Papel e Celulose  
S.A.

Tanac

**AMBEV**

Ambev Brewery, which operates in 18 countries in the American continent, is the leader in the Latin American beer market. The Company was created in 1999, upon the merger of breweries Brahma and Antarctica, and integrates the Anheuser-Busch InBev (AB InBev) group. The business consists in manufacturing and selling beers, soft drinks and other non-alcohol, non-carbonated beverages.

The “Projeto Bacias” (basins project), a partnership between WWF-Brazil and Ambev, started in 2010 to recover and preserve river basins and increase water availability in the country.

The first edition (2010-2014) occurred in the micro basin of Crispim Creek, in Gama, Federal District, where the company had a factory. Over time, the “Projeto Bacias” was taken to the AMBEV’s subsidiary “Nova Minas”, in the “Sete Lagoas” city, “Minas Gerais” state, 60 kilometers far from the Minas Gerais capital, Belo Horizonte.

The current “Projeto Bacias” (basins project) focuses on the entire basin of the Jequitibá river. The objective is to promote environmental recovery, improve water recharge, contribute to reversing the risks of unavailability of waters through investments in sustainable management and integrated management of the watershed. In addition, the project conducts actions to sensitizing water users throughout the region.

In 2018, several restoration activities were carried out, such as the recovery and adequacy of a kilometer of rural road in the Sete Lagoas city, through environmental technologies, avoiding sediment loading and consequent siltation of watercourses; The recovery of 10 hectares of degraded areas in areas of basin recharge and restoration of areas where there were previously pastures. Twelve Ecofossae were installed in the municipalities of Jequitibá, Funilândia, Capim Branco and Prudente de Moraes, thus avoiding the launching of approximately 500,000 liters of waste in nature a year, in the region of the sub-basin of the Jequitibá river.

Still, in 2018, an action plan was built for 22 sources of the sub-basin. The WWF-Brazil and Ambev also performed environmental education actions, such as training on the use of alternative energies and conservation practices.

## CORPORATE IN CARD

Industry

**Beverages**

Type of partnership

**Communication and awareness raising  
Philanthropy – Sponsorship**

Conservation focus of partnership

**Freshwater**

FY2018 budget range (EUR)

**100,000 – 250,000**For more information, click [HERE](#)

## BANCO DO BRASIL

Since 2010, Banco do Brasil, WWF-Brazil, National Water Agency and Banco do

Brasil Foundation have cooperated on the Água Brasil Programme to ensure water security in Brazil through:

- fostering the development and dissemination of sustainable rural production practices and techniques;
- encouraging responsible consumption and solid waste recycling in cities; and
- enhancing the bank's portfolio of financial products and practices with a socio-environmental focus.

During its first five years, the Program benefited 11 million people, bringing several positive impacts linked to the United Nations Sustainable Development Goals.

In January 2016, we began the second phase focusing on the promotion of green economy and Banco do Brasil's eco-efficiency through:

- developing sustainable business models for restoration, management of forests and water and energy efficiency in Brazil;
- the development of sustainable productive landscapes aimed at conservation of water and natural resources in the Cerrado biome
- Updating the social and environmental criteria for Banco do Brasil's credit concession and management;
- Improving the bank's eco-efficiency program, influencing more than 100,000 employees.

CORPORATE IN CARD

Industry  
**Financial Services**

Type of partnership  
**Communication and awareness raising  
Driving sustainable business practices**

Conservation focus of partnership  
**Climate & Energy  
Forests  
Freshwater**

FY2018 budget range (EUR)  
**250,000 – 500,000**

For more information, click [HERE](#)

## CELPE, COELBA AND COSERN

WWF-Brazil is a partner of the group Neoenergia in the project Education with Energy (“Educação com Energia”), through the energy distribution companies of the states of Bahia,

Pernambuco and Rrio Grande do Norte (Coelba, Celpe and Cosern, respectively), under the Electric Power Energy Efficiency Program from Brazilian Energy Agency. Created in 2013, the project includes, among other actions, teacher training (called “Energia Que Transforma”) and school competitions (“Festival Tô Ligado na Energia”) through artistic activities such as music, theater, graffiti, as well as digital engagement actions .

The goal of WWF’s involvement in these projects is to address energy efficiency from the generation of electricity as an important tool to contain climate change. Thus, it is responsible for Environmental Education workshops for about 400 teachers per year in the states of Bahia, Pernambuco and Rio Grande do Norte and actively works in school competitions. This happens through the coordination of the activities of engagement in the three states and the organization of the entire Festival in Rio Grande do Norte’s schools.

In addition to these two actions, WWF-Brazil is also responsible for the administration of Fernando de Noronha’s Energy Classroom (“Espaço Aulas de Energia”), an interactive attraction of the island, where the public has fun while learning about electricity generation. The Space receives about 200 visitors per month and, for two consecutive years, has won the Trip Advisor Certificate of Excellence.

CORPORATE ID CARD

Industry  
**Energy**

Type of partnership  
**Communication and awareness raising  
Philanthropy – Sponsorship**

Conservation focus of partnership  
**Climate & Energy**

FY2018 budget range (EUR)  
**100,000 – 250,000**

For more information, click [\*\*HERE\*\*](#)

## ITAÚ

Itaú is the largest private bank in Brazil. It has 60 million clients and is present in 21 countries, reaching around US\$ 400 billion in total assets in 2018.

Itaú planned to increase the share of renewable energy in its portfolio of infrastructure financing. It raised funds with IFC and other institutions for renewable projects and needed to inform and raise awareness among its customers regarding the financial and environmental benefits offered by renewable distributed generation projects.

In partnership with WWF-Brazil Itaú discussed the possible approaches and decided that the best alternative would be to develop a tool that calculated financial return, emissions reduction and jobs creation for any renewable alternative that could meet the customer's electricity needs.

The tool developed by WWF-Brazil analyzed the user power demand, electricity tariffs and site location and offered estimates for project performance on wind, solar, biomass (sugar cane bagasse residue and MSW).

It also showed the average cost if the renewable electricity should be acquired at spot markets. The tool was designed to be used at a web browser and to offer open access for anyone.

### CORPORATE ID CARD

Industry

**Financial Services**

Type of partnership

**Sustainable business practices**

**Communication and awareness raising**

Conservation focus of partnership

**Climate & Energy**

FY2018 budget range (EUR)

**25,000 – 100,000**

## SUZANO PAPEL E CELULOSE

Suzano S.A is the result of the merger between Suzano Papel e Celulose and Fibria. It is the largest producer of eucalyptus pulp in the world. Suzano's forest management areas are

located in the Atlantic Forest and the Cerrado, two of WWF-Brazil's main areas of activity.

Through the partnership, WWF-Brazil is able to advance the goals and objectives of conservation of the Atlantic Forest. The partnership is for three years and foresees the development of forest restoration actions on 500 hectares, which may include joint or isolated activities such as: maintenance, removal of no-tillage or exotic, evaluation and/or monitoring 1,700 hectares in the state of São Paulo.

WWF-Brazil, in partnership with Suzano, monitors the main goals of the four main components of the partnership:

- A) Conservation and Restoration of the Atlantic Forest;
- B) Sustainable Intensification of Production;
- C) Advocacy for Sustainability
- D) Communication and Engagement Plan.

WWF-Brazil Cooperation with the forestry sector (Suzano Pulp and Paper): Aligned with NGP and WWF-Brazil's Forest Initiative, a cooperation with IPEF/ University of São Paulo was developed to understand the scenarios of pulp and paper supply and demand in Brazil (expansion and intensification) to build a analysis that will focus on the trade-offs for conservation and restoration of Atlantic Forest.

CORPORATE ID CARD

Industry

**Forestry, Paper, Pulp & Wood products**

Type of partnership

**Communication and awareness raising  
Sustainable business practices  
Philanthropy – Sponsorship**

Conservation focus of partnership

**Forests**

FY2018 budget range (EUR)

**25,000 – 100,000**

## TANAC

Founded 69 years ago, TANAC is the greatest and one of the most modern units of tannin production and its derivatives in the world, producing vegetable extracts for more than 70 countries. The company has ISO 9001 and 14001 certifications, besides the development of productive activities in accordance with the Forestry Policy, the Social and Environmental Guidelines and the Forest Stewardship Council® (FSC®) Principles and Criteria for the good Forest Management.

TANAGRO is TANAC's forestry unit and today it is the largest individual producer of Black Acacia in the world with over 24 thousand hectares of planted forests in 20 cities. In forest management activities, about 600 workers are involved.

The partnership between WWF-Brazil and Tanac / Tanagro began in 2016 and aims to act in the conservation of the Camaquã river basin, biodiversity and promote the sustainable use of the natural resources of the Atlantic Rainforest.

In cooperation with the acacia plantation company Tanagro, based on participatory planning of priority areas for restoration, the local governance was strengthened to develop restoration projects in the regions of the Camaquã River basin.

### CORPORATE ID CARD

Industry

**Forestry, Paper, Pulp & Wood products**

Type of partnership

**Sustainable business practices  
Philanthropy – Sponsorship**

Conservation focus of partnership

**Forests**

FY2018 budget range (EUR)

**25,000 – 100,000**

For more information, click [HERE](#)

The following list represents all corporate partnerships that WWF-Brazil has with an annual budget up to EUR25,000.

Companhia de Navegação Norsul <sup>1</sup>

Ervateira Bonetes <sup>1</sup>

HSBC Seguros Brasil <sup>1</sup>

Instituto Coca-Cola Brasil <sup>1</sup>

Meliã Hotels International <sup>1</sup>

Souza Cescon <sup>3</sup>

Via Sete Restaurant <sup>3</sup>

**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\*

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## WWF Offices\*

Armenia	Honduras	Slovakia
Australia	Hong Kong	Solomon Islands
Austria	Hungary	South Africa
Azerbaijan	India	Spain
Belgium	Indonesia	Suriname
Belize	Italy	Sweden
Bhutan	Japan	Switzerland
Bolivia	Kenya	Tanzania
Brazil	Korea	Thailand
Bulgaria	Laos	Tunisia
Cambodia	Madagascar	Turkey
Cameroon	Malaysia	Uganda
Canada	Mexico	Ukraine
Central African Republic	Mongolia	United Arab Emirates
Chile	Morocco	United Kingdom
China	Mozambique	United States of America
Colombia	Myanmar	Vietnam
Croatia	Namibia	Zambia
Cuba	Nepal	Zimbabwe
Democratic Republic of Congo	Netherlands	
Denmark	New Zealand	<b>WWF Associates*</b>
Ecuador	Norway	Fundación Vida Silvestre (Argentina)
Fiji	Pakistan	Pasaules Dabas Fonds (Latvia)
Finland	Panama	Nigerian Conservation Foundation (Nigeria)
France	Papua New Guinea	
French Guyana	Paraguay	
Gabon	Peru	
Georgia	Philippines	*As at October 2018
Germany	Poland	
Greece	Romania	
Guatemala	Russia	
Guyana	Singapore	

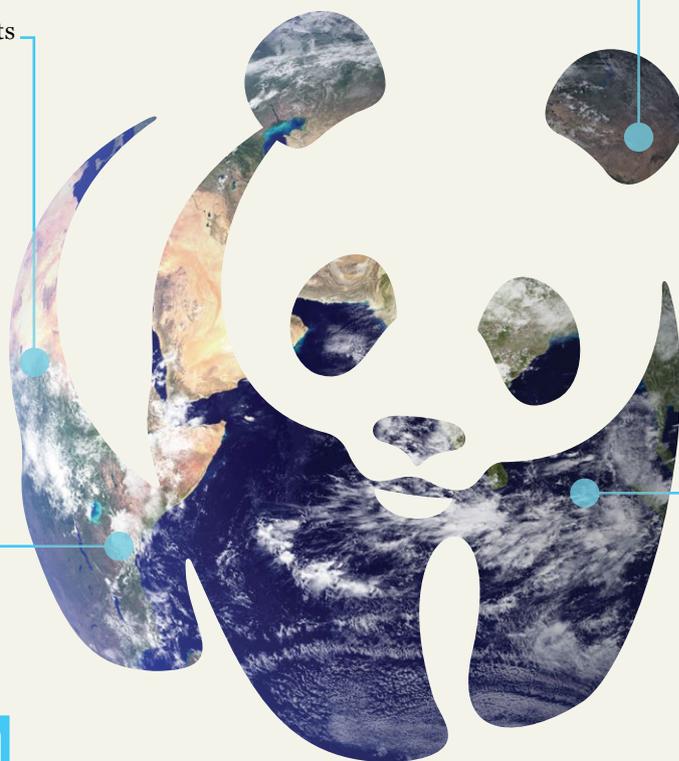
# WWF in numbers

**+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.

[www.wwf.org.br](http://www.wwf.org.br)