



WWF

REPORT

BR



CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-BRAZIL CORPORATE PARTNERSHIPS
FISCAL YEAR 2019

For further information on corporate engagement at WWF-Brazil,
please contact:

Gabriela Yamaguchi – Engaged Society Director
gabrielayamaguchi@wwf.org.br

Jair Oliveira – Corporate Engagement & Partnerships Analyst
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.

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

© Text 2019 WWF-BR

All rights reserved.

TAKING BOLD COLLECTIVE ACTION

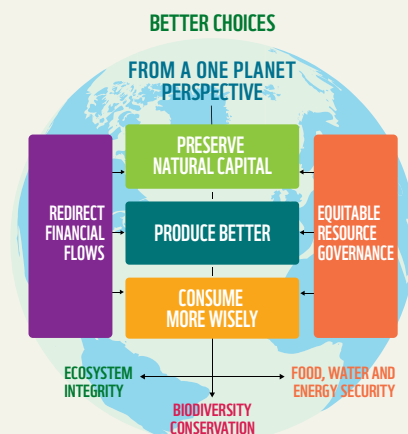
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – wildlife, forests, oceans, freshwater, 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**

Our 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.

2. **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 WWF's priority places and species. 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.

3. **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.

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.

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.

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 the corporate sector.

We want all our partnerships with companies 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 private sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue reporting publicly on all our company relationships, their intent, objectives and impacts, of which this report is one part. A Global Report of WWF's largest corporate partnerships globally can also be found on www.panda.org/business.

THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF-BR 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 FY19, income from corporate partnerships represented 7% of this WWF office's total income.

INFORMATION ON WWF-BRAZIL CORPORATE PARTNERSHIPS

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, Cosern and Coelba

Suzano Papel e Celulose

Tanac

Unilever do Brasil

AMBEV

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 2019, several restoration activities were carried out, such as the implantation of 10 hectares of pilot projects in strategic areas of recharge of the basin, as well as the maintenance of the areas in recovery process implemented in 2018 (10 ha). A management instrument was formed: “Aliança pela Bacia do Jequitibá” (Alliance for the Jequitiba basin). It is composed by different local actors (government, civil society and companies), aiming to integrate and enhance environmental projects in the region.

In addition, social mobilization and environmental education actions were developed in rural schools in the municipality of Jequitibá – Minas Gerais state, a municipality in the Ribeirão Jequitibá basin, equipping schools to carry out selective collection, implantation of a rainwater and wastewater collect system from drinking fountains and washbasins, generating savings in the use of water around 50%, extolling the role of the school as a demonstrative unit and disseminator of sustainable practices for the entire local community. At the end of 2019, the project supported the community production of organic food through the construction of a shed in the community garden of “Cidade de Deus”, the largest peripheral neighborhood in the city of Sete Lagoas, where approximately 4,000 low-income people live.

CORPORATE CARD

Industry

Beverages

Type of partnership

**Communications and awareness raising
Philanthropic partnership**

Conservation focus of partnership

Freshwater

Budget Range (in Euro)

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

BANCO DO BRASIL

From 2010 to 2019, 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.

From 2016 to 2019, 2.5 million people were benefited, with the second phase being focused on the promotion of green economy and Banco do Brasil's eco-efficiency.

Between social and environmental impacts, the Program had 88 local partners in the field, being able to:

- recover 194.75 hectares of forests;
- generate 15% more water production in the four local water basins;
- benefit 2,000 farmers, being 45% women and 30% young people (14-29 year-olds);
- benefit 2.4 million people in the cities by the increase of water quantity and quality;
- sign 207 Payments for Environmental Services (PSA) contracts, a mechanism that encourages environmental conservation;
- install 230 domestic cisterns for rainwater storage;
- support the creation of 4 cooperatives and 18 Community Supported Agriculture (CSA) projects.

That not to count a sustainable internal campaign aiming the 96,889 employees in Banco do Brasil; social and environmental assessment of the bank's suppliers; water and a photovoltaic calculators; socio-environmental risk mitigation mechanisms for 10 sectors of the economy and 10 commodities; among other results.

CORPORATE ID CARD

Industry

Financial Services

Type of partnership

Driving sustainable business practices

Conservation focus of partnership

Climate & Energy

Forests

Freshwater

Budget Range (in Euro)

250,000 – 500,000

For more information, click [HERE](#)

CELPE, COSERN AND COELBA

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

energy distribution companies of the states of Bahia, Pernambuco and Rio 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. WWF-Brazil, which were responsible for the Festival in Rio Grande do Norte, now also runs the activities in Pernambuco, as well as digital engagement actions in both states plus Bahia.

In 2019, the “Energia Que Transforma” project achieved 32 thousand students by the training of 449 teachers of 256 schools in different municipalities in how to include the theme of energy efficiency in their work with students.

The “Festival Tô Ligado na Energia” (I’m Plugged on Energy), besides their regular activities, was featured in the Climate Week, held in August, in the city of Salvador (Bahia). There, 25 students from a public school that had already participated in the Festival in the previous year participated in a training on climate change with WWF and volunteers from Engajamundo NGO. From that training, they made a graffiti art on a 22 meter wall, inside the space of the Climate Week. The youth engagement activity entered the official program of the UNFCCC event, with special attention from international authorities, such as the Minister of Environment of Chile, president of COP 25.

A similar activity was carried out in Recife, during the 1st Brazilian Conference on Climate Change, held in November. In this event, 20 students were involved. They did the graffiti on a mobile mural, which drew the attention of the old center of the capital of Pernambuco. Then the panel was taken to the participating students’ school, where they stayed for a few days. The energy company CELPE also took the assembly to exhibit at its headquarters and now the work is in the Botanical Garden of Recife. WWF donated the painting to the city of Recife (Pernambuco).

WWF-Brazil is also still in charge of the operation of the Celpe’s Visitation Centre on Solar Energy in Fernando de Noronha Island, one of the most famous travel destinations in Brazil. The Energy Classes – Solar

CORPORATE IN CARD

Industry
Energy

Type of partnership
**Communication and awareness raising
Philanthropic partnership**

Conservation focus of partnership
Climate & Energy

Budget Range (in Euro)
100,000-250,000

For more information, click [HERE](#)

Plant Fernando de Noronha Center aims to disseminate fundamental knowledge about energy efficiency and information about renewable energies, focusing on solar power. Only in the past six months, from August to December, the Center has hosted around 1,016 visitors, among tourists, residents, students and temporary workers. The Center still maintain the Certificate of Trip Advisor for 2019 which means that the Center has received only positive comments in the platform since it opened up, remaining an overall TripAdvisor rating of at least four out of five points (from maximum of five), and have a minimum number of reviews.

SUZANO PAPEL E CELULOSE

Through the partnership with Suzano S.A, 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 Sao 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.

Part of the actions foreseen by the agreement is the preparation of a Reference Guide for low cost ecological restoration projects. The publication presents the environmental, social and economic benefits of ecological restoration, details how Suzano has been working on the recovery of more than 4,000 hectares of Permanent Protection Areas and shares with rural producers several lessons learned by the company in its projects to restore native vegetation in the state from Sao Paulo.

WWF-Brazil Cooperation with the Suzano's forestry sector:

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
**Driving sustainable business practices
 Philanthropic partnership**

Conservation focus of partnership
Forests

Budget Range (in Euro)
25,000-100,000

TANAC

WWF-Brasil and Tanac/Tanagro developed between 2016 and 2019 the project “Conservation and

Restoration of Forests in the Atlantic Forest Biome” in the hydrographic basin of the Camaquã River, in Rio Grande do Sul state. The partnership promoted actions to conserve biodiversity and use sustainable use of the natural resources of the Atlantic Forest, one of the most important biomes in the world.

Among its various lines of action, WWF-Brazil has implemented sustainable rural development initiatives, aimed at improving environmental quality in production processes. By systematizing them to identify lessons learned, the organization seeks to make the implementation of new initiatives on the subject faster and more efficient.

Environmental education, good agricultural practices and environmental conservation and restoration were the main axes addressed in this project. The Camaquã basin was chosen for its ecological relevance, ecosystem services and plantations of Acácia Negra, the raw material of Tanac/Tanagro for the production of wood and extracts for the leather industry.

The municipalities of Camaquã and Cristal have drafted legislation to pay for environmental services to rural producers that prove positive results for environmental conservation on their properties. The project assisted the municipalities in the formulation of the bills submitted to the City Councils.

By encouraging biodiversity conservation and combating climate change in the Camaquã basin, WWF-Brasil and Tanac / Tanagro contribute to ensuring fundamental ecosystem services for biodiversity conservation and making the region’s economy more prosperous and sustainable, benefiting producers rural areas and society in general.

CORPORATE IN CARD

Industry

Forestry, Paper, Pulp & Wood products

Type of partnership

**Driving sustainable business practices
Philanthropic partnership**

Conservation focus of partnership

Forests

Budget Range (in Euro)

100,000-250,000

UNILEVER DO BRASIL

Love, Beauty and Planet Brand

WWF-Brazil and LBP Brand share the vision that offering sustainable brand products with a communication strategy connected to a new way of living, in harmony with nature, can promote the expansion of more conscious positive daily actions.

WWF-Brazil, in co-creation with the Love, Beauty and Planet team, will curate the identification of territories and cause(s) in Brazil focusing in the greatest possible positive impact of the brand's actions on society and nature.

This process will be done in two different steps:

- Identification and definition of the cause to be accelerated
- Acceleration and Curation of Causes Process – Phases 1 & 2

CORPORATE ID CARD

Industry

Personal Care

Type of partnership

Driving sustainable business practices

Conservation focus of partnership

Markets

Budget Range (in Euro)

25,000-100,000

The following list represents all corporate partnerships that WWF-Brazil has with an annual budget of Euro 25,000 or less (including pro bono or in-kind contributions) in FY19.

Cescon Barrieu

Indústria Ervateira

Bonetes

Meliá Hotels International

Rabobank

Via Sete Restaurante

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	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	WWF Associates*
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	

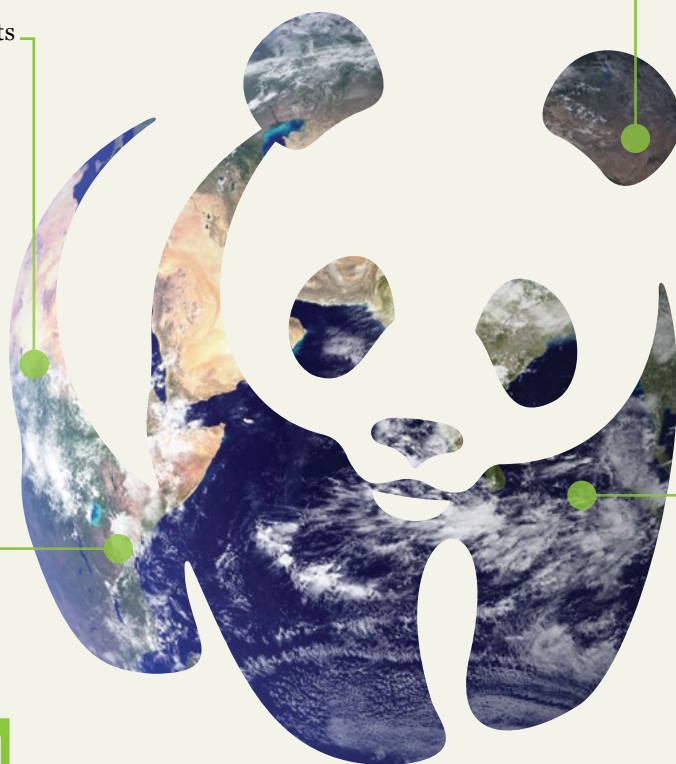
WWF in numbers

+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.

panda.org