



WWF

REPORT

BR

CORPORATE PARTNERSHIPS REPORT

Overview of WWF-BR Corporate
Partnership Fiscal Year 2016

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WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries.

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

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TAKING BOLD COLLECTIVE ACTION

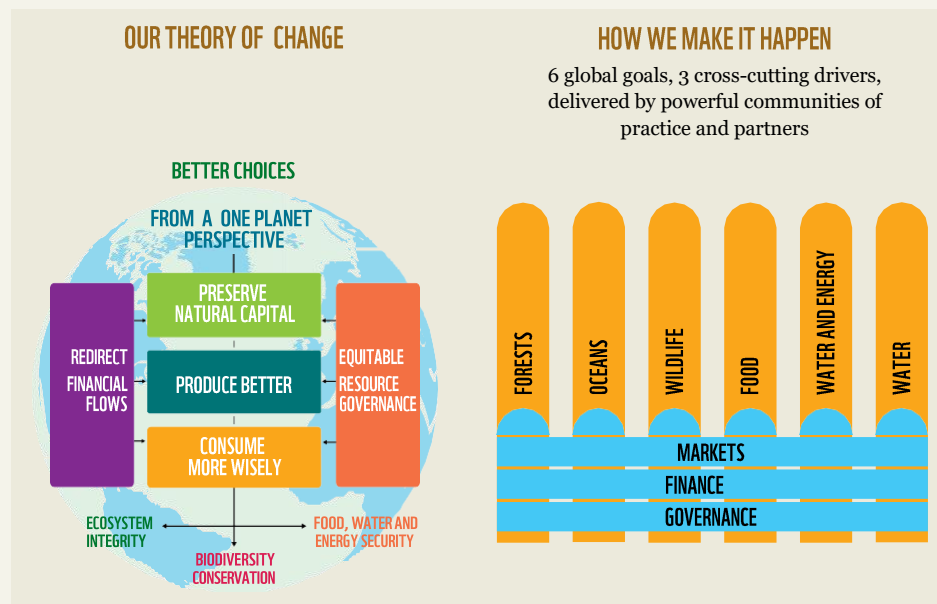
WWF has embarked on a journey of deep internal transformation that will make us stronger and more effective as we tackle the challenges and capitalize on the opportunities that lie ahead.

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

WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – on wildlife, forests, oceans, water, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating new ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

We know that one organization alone can't effect the change needed. That is why our work on the goals and drives is strongly inclusive of our partnerships with institutions and corporations, both local and global. The changes we want to see in the world can only come about through the efforts of many actors: local communities and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers.

There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.



OUR WORK WITH THE CORPORATE SECTOR

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. As the [2016 Living Planet Report](#) demonstrates, the challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organization to solve alone.

Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. Business drives much of the global economy, so we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably. Business is also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

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

More specifically, our work with business aspires to do this by:

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

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms to make ambitious commitments and to engage in public policy discussions, and supporting credible certification schemes (e.g. [Forest Stewardship Council \(FSC\)](#), [Marine Stewardship Council \(MSC\)](#), [Aquaculture Stewardship Council \(ASC\)](#), [Roundtable on Sustainable Palm Oil \(RSPO\)](#), [Roundtable on Responsible Soy \(RTRS\)](#)). We also publish scorecards and reports on company or sector performance (e.g. [palm oil scorecard](#); [soy scorecard](#), and [sustainable cotton ranking](#)), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. [Seize Your Power](#), [Virunga](#), [Reviving the Oceans Economy](#)), as well as work in partnership with individual companies.

This report presents an overview of the partnerships that WWF-Brazil has with individual companies.

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

- Food, forest and ocean commodities,
- Climate & energy, and
- Freshwater.

We work with key companies in priority commodity supply chains to reduce the impact of commodity production and drive demand for more sustainable commodities. Specifically, WWF focuses on the largest companies that buy and produce agricultural commodities, such as palm oil or cotton, that drive deforestation or unsustainable water use; on fish, both wild caught, such as whitefish and tuna, and farmed such as salmon and shrimp; and on forest products such as timber and paper. Our engagement with forestry companies includes participatory programmes such as the [Global Forest & Trade Network \(GFTN\)](#) and the [New Generations Plantations \(NGP\)](#) platform.

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

WWF’s work on Water Stewardship promotes responsible business engagement on water issues. We define Water Stewardship for business as a commitment to the sustainable management of shared water resources in the public interest through collective action with other businesses, governments, NGOs and communities. It typically starts with improvements in water use and reducing water related impacts of internal and value chain operations, and progresses to influencing governance of the resource.

WWF’S CORPORATE PARTNERSHIPS

Our cooperation with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public. In general, we distinguish three types of partnerships with companies:

1. Driving sustainable business practices;
2. Communications and awareness raising; and
3. Philanthropic partnerships.

Driving sustainable business practices

Our bilateral partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company’s operations and value chain. These intend to reduce the major environmental impacts of some of the world’s largest companies, achieve conservation results that would not otherwise be possible, and influence related sectors and markets.

Communications and awareness raising

The second way that WWF partners with business is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of places and species for which WWF stands. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as MSC-certified fish, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the tiger.

Philanthropic partnerships

The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation.

WWF partners on a philanthropic or awareness-raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

As this report shows, many partnerships with companies use a combination of these approaches.

WWF works with companies to achieve our conservation goals. NGO and company partnerships involve engaging in constructive dialogue while challenging each other with real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

TRANSPARENCY AND ACCOUNTABILITY

Results and impact, both qualitative and quantitative, are essential for us. We advocate transparency in action by all stakeholders as a crucial step toward sustainability. We believe that accountability for results and transparency to our supporters and our members on how we deliver those results are key to our approach of working in a constructive, cooperative manner with all our partners, including business.

We want all our partnerships with business to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have therefore started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the business sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue or start reporting publicly on all our company relationships, their intent, objectives and impacts, of which this report is one part.

THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF-Brazil 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-Brazil 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 2016, the total income from business represented 9,42% of the total WWF-Brazil 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

BNDES

Suzano

Tanagro

Google

AMBEV

Ambev and WWF-Brazil launched the third edition of the River Basin Project (Projeto Bacia) in 2015, in Sete Lagoas, an initiative that contributes to the recovery and conservation of river basin in Brazil.

The Corumbá-Paranoá Basin, in the Federal District, and the Piracicaba, Capivari and Jundiá Rivers, in São Paulo, were the focus of the actions of the first two editions. Now, the focus of the recovery efforts will be the Ribeirão Jequitibá Basin, located in the city of Sete Lagoas, Minas Gerais.

In this new stage, the Basins Project will be implemented in three phases:

1. Complete diagnosis of the Jequitibá River Basin, with several actions, such as: socio-environmental data collection; opinion survey with the population to identify their perception regarding water and sanitation; analysis of natural water availability throughout the basin; diagnosis of the region's sanitation; mapping of the percentage of degraded area; and identification of the Basin's critical points.
2. Implementation of actions planned in the field
3. Execution of the sustainability strategy of the project, with the goal of ensuring continue transformations .

CORPORATE ID CARD

Industry:

Beverages

Type of partnership

Sustainable business practises
Communication and awareness raising
Philantropic

Conservation focus of partnership

Freshwater

Commodities

Freshwater

River

Climate

Forest

Biodiversty

FY2016 budget range (EUR)
100.000,00 - 500.000,00

For more information click [HERE](#)

BANCO DO BRASIL

The Water Brazil Program (PAB) is an initiative of Banco do Brasil, in a partnership with the Banco do Brasil Foundation, WWF-Brazil and the National Water Agency (ANA), which disseminates sustainable actions, develops business models and mobilizes Improving the quality and expansion of water quality in the country.

After five years of achievements, the Program was renewed, reinforcing its commitment and contributions to improving quality and increasing quantities of water in Brazil. In this new phase, from 2016 to 2020, an investment is planned, with the goals of: increasing water availability and native vegetation cover in the basins served by the Program; developing business models to promote restoration and management of forests, promoting water and energy efficiency; raising awareness in society concerning smart use of water and the environment; and developing new studies and tools for socio-environmental risk management.

On the ground, the program will focus on the Cerrado Biome, which has Brazil’s main headwaters. From this region flow six out of the eight large river basins of the country, such as the Amazon and São Francisco Basins. Despite its great importance, the Cerrado is threatened and requires innovative initiatives in water resources management.

BNDES

The Sustainable Fishing Project, launched in April 2014, aims to train fishermen to develop sustainable management systems for pirarucu and other species of economic importance in the municipalities of Manoel Urbano, Feijó and Tarauacá, in the State of Acre. In addition, the project intends to foster structuring actions to strengthen the fishing productive chain in the State, as well as to support actions for environmental certification and payments for ecological services.

WWF-Brazil and the Amazon Fund, managed by the National Bank for Economic and Social Development (BNDES), will work together in this initiative with partner agencies, the MSC (Marine Stewardship Council), the Brazilian Institute of Environment (IBAMA), the Government of Acre, the Federal Institute of Education of Acre (IFAC) and the local Fisher Colonies. The initiative will be developed in an area of 60,000 km² of the Purus, Envira and Tarauacá Rivers, which correspond to more than 15 lakes in the region.

CORPORATE ID CARD

Industry

Bank

Type of partnership

Sustainable business practices
Communication and awareness raising
Philanthropic

Conservation focus of partnership

Freshwater

Commodities

Freshwater

River

Climate

Forest

Biodiversity

FY2016 budget range (EUR)

>500.000,00

For more information, click [HERE](#)

CORPORATE ID CARD

Industry

Bank

Type of partnership

Sustainable business practices
Communication and awareness raising

Conservation focus of partnership

Fishing

Commodities

Fishing, freshwater

Climate

Forest

Biodiversity

FY2016 budget range (EUR)

100.000,00 - 500.000,00

For more information, click [HERE](#)

SUZANO

Suzano's forest management areas are located in the Atlantic Forest and Cerrado, ecosystems recognized as priorities for the conservation of its biodiversity by WWF-Brazil. Some areas are located very close to important areas of Atlantic Forest in the Ecoregion of Serra do Mar, located in the municipalities of Bertioga (State Park of Serra do Mar) and São Miguel Arcanjo (State Park Carlos Botelho).

With this partnership, WWF-Brazil hopes to be able to advance with the goals and objectives of the WWF Pulp and Paper Strategy and the conservation goals of the Mata Atlântica Program. Establishing a long-term partnership with a Pulp and Paper company in Brazil will contribute to the development of conservation actions, forest restoration and best practices in forest management. This is a great opportunity to drive the transformational change in the forest plantations sector in Brazil.

Under the three-year (3) partnership, the company is already committed to developing forest restoration actions on 500 hectares, which may include joint or isolated activities such as: conduction, maintenance, removal of exotic or no-tillage, Evaluation and / or monitoring in 1,700 hectares in the state of São Paulo.

WWF-Brazil in partnership with Suzano will monitor the main targets / targets 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 and D) Communication and Engagement Plan.

CORPORATE ID CARD

Industry

Pulp and Papel

Type of partnership

Sustainable business practices
Communication and awareness raising

Conservation focus of partnership

Forest

Commodities

Pulp and Paper

Climate

Forest

Biodiversity

FY2016 budget range range (EUR)
25.000,00 - 100.000,00

TANAC/TANAGRO

WWF-Brazil and Tanagro established a three-year partnership in 2016. The partnership aims to conserve biodiversity and promote the sustainable use of the natural resources of the Atlantic Rainforest, one of the most important biomes in the world.

The first step of the cooperation was the mapping of priority areas for the conservation of the Atlantic Forest, in 5 municipalities of the southern half of Rio Grande do Sul – the geographical region that is within the partnership’s scope, in which the company has forest plantations.

From these studies, the Program has been identifying opportunities for the development of actions, which include the sharing of good practices and environmental conservation activities aimed at Black Acacia producers in this focus region.

CORPORATE ID CARD

Industry

Type of partnership
Sustainable business practices

Conservation focus of partnership
Biodiversity

Commodities
Biodiversity, natural resources

Climate

Forest

Biodiversity

FY2016 budget range (EUR)
25.000,00 - 100.000,00

For more information, click [HERE](#)

GOOGLE

In 2016, there were 1.4 million dengue fever cases registered in Brazil, but only 30 percent of Brazilian municipalities monitor their Aedes Aegypti mosquito populations. To tackle this challenge, WWF-Brazil proposes a low-cost trap mechanism and a smartphone app entitled AeTrapp, which allow citizens to gather this data. Winner of Google’s Social Impact Challenge 2016, AeTrapp promotes communities’ leading role in monitoring Aedes Aegypti proliferation, the mosquito that transmits zika, dengue fever and chikungunya.

The project is in its pilot phase, in which WWF intends to engage residents of ten neighborhoods of Rio Branco, capital of the State of Acre, to monitor areas with larger mosquito populations. Once the methodology is validated, this technology will be made available for use in Brazil’s entire territory, and in other countries affected by these mosquito-borne diseases.

Through the app, citizens will be able to take weekly photos of the trap sheets, which are used to trap mosquito eggs. These photos will be sent to a server that automatically counts the number of eggs using an algorithm. The number of eggs in each sample, as well as its date, time, and geographical coordinates are posted in an open map, made available for the general public to access. With this tool, therefore, communities and public officials will be able to visualize locations with higher transmission risks, compare mosquito population sizes in different areas, and analyze historical series. Policymakers will thus be able to develop targeted public policy strategies, prioritizing more critical areas of transmission. *enim dui vitae arcu.*

CORPORATE ID CARD

Industry

Technology and innovation

Type of partnership
Aedes Aegypt Control

Conservation focus of partnership
Monitoring Aedes Aegypt Mosquito

Commodities
Mosquito Control

Forest

FY2016 budget range (EUR)
100.000,00 - 500.000,00

For more information, click [HERE](#)

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

Fibria	Meliá Hotels International
Itaú Unibanco	IBOPE
Boehringer Ingelheim	Makro
Carrefour	Tilibra
Grey Brasil	Souza Cescon
Latam Airlines	LG
Companhia de Navegação Norsul	Eco Run
Viasete	BCG

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	Hong Kong	Spain
Australia	Hungary	Suriname
Austria	India	Sweden
Azerbaijan	Indonesia	Switzerland
Belgium	Italy	Tanzania
Belize	Japan	Thailand
Bhutan	Kenya	Tunisia
Bolivia	Korea	Turkey
Brazil	Laos	Uganda
Bulgaria	Madagascar	United Arab Emirates
Cambodia	Malaysia	United Kingdom
Cameroon	Mexico	United States of America
Canada	Mongolia	Vietnam
Central African Republic	Mozambique	Zambia
Chile	Myanmar	Zimbabwe
China	Namibia	
Colombia	Nepal	WWF Associates*
Croatia	Netherlands	Fundación Vida Silvestre (Argentina)
Democratic Republic of Congo	New Zealand	Pasaules Dabas Fonds (Latvia)
Denmark	Norway	Nigerian Conservation Foundation (Nigeria)
Ecuador	Pakistan	
Fiji	Panama	
Finland	Papua New Guinea	
France	Paraguay	*As at August 2016
French Guyana	Peru	
Gabon	Philippines	
Georgia	Poland	
Germany	Romania	
Greece	Russia	
Guatemala	Singapore	
Guyana	Solomon Islands	
Honduras	South Africa	

WWF in numbers

+100

WWF is in over 100 countries, on 6 continents

1961

WWF was founded in 1961



+5M

WWF has over 5 million supporters

+25M

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



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

www.wwf.org.br