



# CORPORATE PARTNERSHIPS REPORT

FY 2021 WWF-BRAZIL MARCH, 2022

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.

# NATURE AT THE BRINK

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[WWF's Living Planet Report](#) shows that humanity and the way we feed, fuel, and finance our societies and economies is pushing nature and the services that power and sustain us to the brink. Agricultural expansion, deforestation, overfishing, urban development, energy use, mining and pollution are all driving habitat loss, water shortages and climate change. In addition, every year, the [World Economic Forum Risks Report](#) continues to show the increase in the scale and urgency of environmental risks to the global economy, as well as the deepening interconnections between environmental issues, economic strains, and geopolitical tensions.

We cannot afford to be complacent. In fact, we need to move into an emergency and solutions-based mindset. The landmark [Intergovernmental Panel on Climate Change \(IPCC\) report, Global Warming of 1.5 °C](#), paints a clear but dire picture. It states that to avoid the most serious impacts of climate change, we need to drastically transform the world economy in the next few years. Allowing nature to fail will disrupt business, undermine economies and drive social instability.

The good news is that we also have an unparalleled opportunity for positive change – the science is clearer, awareness is greater, and innovation more powerful than ever before. We can redefine our relationship with nature – but we need to work together. One organisation alone cannot deliver the change we need. That is why WWF collaborates with business – working in partnership – to find solutions and act at a scale that matters.

# TAKING BOLD COLLECTIVE ACTION

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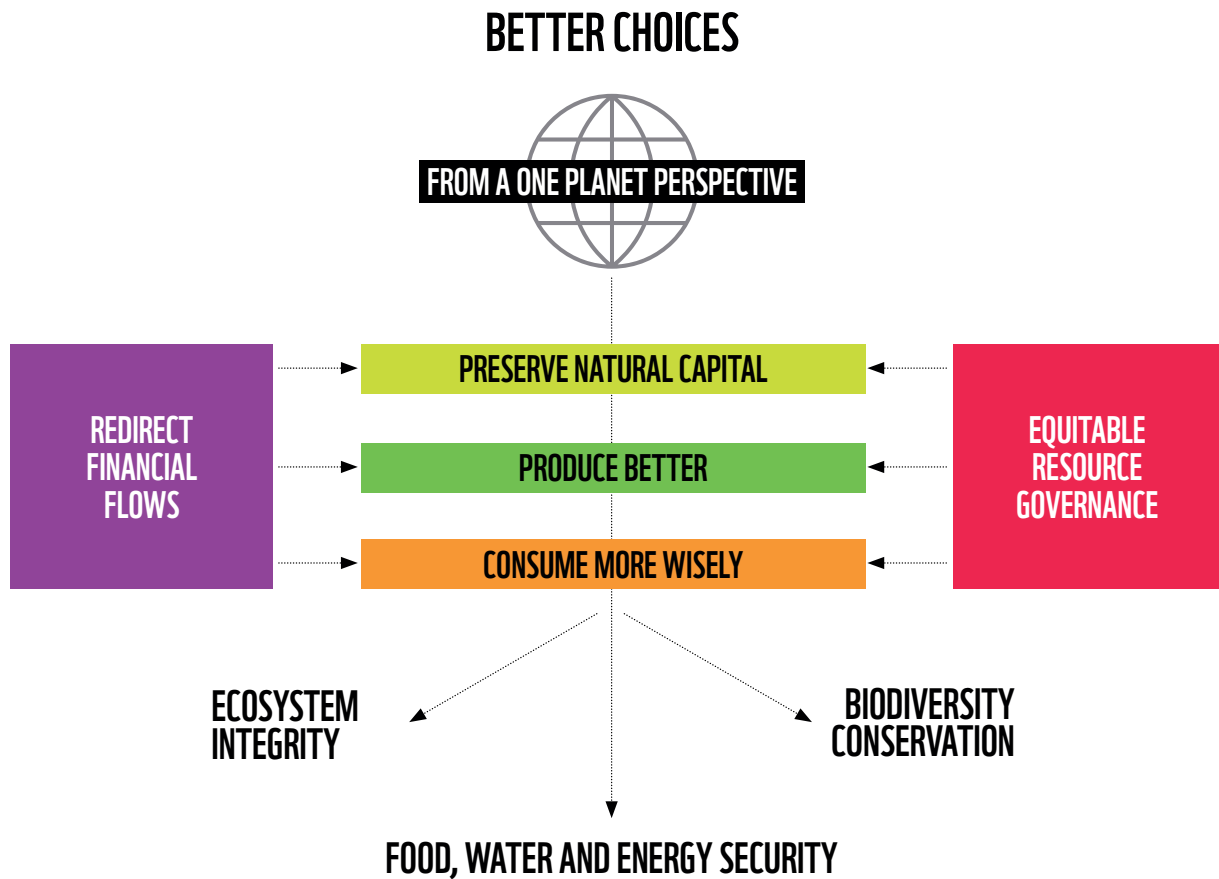
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF continues 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 drivers includes 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 national and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers.

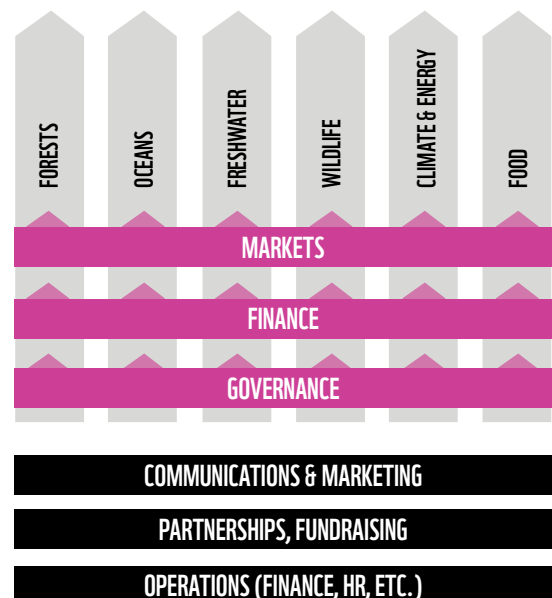
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

## WWF'S GLOBAL 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

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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.

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 corporate 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. Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

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](#), the [Consumer Goods Forum](#) to make ambitious commitments (and to engage in public policy discussions at global and local level, and supporting credible certification schemes (e.g. [Forest Stewardship Council](#) (FSC), [Aquaculture Stewardship Council](#) (ASC), [Roundtable on Sustainable Palm Oil](#) (RSPO), [Roundtable on Responsible Soy](#) (RTRS), [Better Cotton Initiative](#) (BCI)). 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. [Business for Nature](#), [Build Back Better](#), [Coalition to end wildlife trafficking online](#)), as well as work in partnership with individual companies.

This report presents an overview of the partnerships that this WWF office 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 FSC-certified wood, 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.

# 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 [here](#).

## 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.

This WWF office 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 FY21, income from corporate partnerships represented 2,07% of this WWF office's total income.

# PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY21

## AMBEV

Industry	<b>Beverages</b>
Type of Partnership	<b>Communications and awareness raising Philanthropic partnership</b>
Conservation Focus of Partnership	<b>Freshwater</b>
Budget Range (in EUR)	<b>100,000-250,000</b>

The Bacias e Florestas Project (watersheds and forests) main goal is to recover and preserve river basins and increase water availability. As a result of several efforts in a partnership that started in 2010, since 2016 the work has been focused on Jequitibá river basin, located at the state of Minas Gerais, Brazil. By working towards integrating the relevant and diversified stakeholders from the Jequitibá river basin, the scope of this project includes promoting environmental recovery, improving water recharge, contributing to reversing the risks of water scarcity through investments in sustainable management and integrating the management of the watershed, as well as raising awareness about water use with citizens in the region. During 2021 fiscal year, the achievements that WWF-Brazil supported were:

- Governance and management: 10 meetings of the watershed subcommittee, with the participation of WWF-Brazil, to strengthen the partners and identify opportunities of environmental improvement on the basin.
- Maintenance of the 15,5 hectares restored in previous years.
- Mapping of priority areas for the installation of 26 sustainable rural wastewater treatment systems (called “ecofossas”).
- The “Alliance for the Jequitibá river basin”, a multistakeholder subcommittee composed by varied local actors (government, civil society, and companies), established a partnership with Selo Social Institute to certify socio-environmental projects with positive impacts in the region. Twenty organizations subscribed to the Certification process, from which 19 had connections with the Subcommittee. 12 projects received the certification for positively impacting society, in December 2020.
- A new round of subscriptions for the Selo Social certification took place in early 2021, expanding the invite for any organization located in one of the five municipalities that for the river basin; 45 initiatives subscribed. Certification awards were to be announced in December 2021.
- Communications actions to disclosure partnership results: in World Water Day (March 2021), an online event was promoted by the Municipal Technical School from Sete Lagoas. WWF-Brasil held a speech about the project and other environmental aspects for 100 high school students.
- Transformative Schools initiative: closing activities of the project’s implementation in 13 schools. The goal is to promote socioenvironmental education on the whole school community by supporting from project development to implementation, in subjects such as oil recycling, rainwater collection, water springs conservation, photovoltaic energy, orchard and vegetable garden cultivation.
- Installation of three biodigesters at Prudente de Moraes municipality.



# PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY21

## INSTITUTO NEOENERGIA (INEO)

Industry	Energy
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Oceans
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	<a href="http://www.biofabricadecorais.com">www.biofabricadecorais.com</a>

Studies about the effects of climate change to oceans predict a devastating scenario: with an increase of 1,5°C on the global temperature, it is estimated that between 70-90% of coral species will be extinct, what could start happening by 2030; in Brazil, recent research already shows mortality rates of up to 90% for specific coral species.

This partnership aims at making oceans healthier by promoting the coral restoration agenda and climate change adaption, focusing the work in five pillars:

1. Development of a coral restoration methodology, replicable in the South Atlantic.
2. Promote research in mesophotic reefs (Atol das Rocas expedition).
3. Subsidize research and advocacy on sun-coral in Costa dos Corais territory.
4. Promote innovation and R&D activities (Desafio dos Corais Summer Job Program).
5. Scientific disclosure.
6. Partnership for Coral Reef Conservation Alliance

The main results for the period were: good survival rates for the two Brazilian coral species threatened by climate change (*Millepora alcicornis* and *Mussismilia harttii*); research and action (direct and indirect) in a 0,44km<sup>2</sup> reef area with high relevance for tourism and local fishing, including:

- 12 nursing units installed in situ, with 720 coral seedlings under monitoring.
- 1 nursing unit installed ex situ at UFRPE federal university, with 120 coral seedlings.
- Planning activities for establishing the “blue tourism”, related to coral reef restoration, benefiting 100 boatmen associations (15 directly, 85 indirectly).
- Indirect impact in Porto de Galinhas area: it is estimated that the project benefits 8,000 local people, 60,000 tourists, 84 boatmen and 45 fishermen.

At least seven articles about the project were published on major media vehicles, with an estimated audience of 470,000 people and over 27 million views.

Through the project, an area of 34km of seabed was mapped, with discoveries to be released by early 2022. In addition to that, a podcast series and two documentaries are to be published.

# PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY21

## UNILEVER DO BRASIL

Industry	Beverages, Food (processing & products), Personal Care (incl. cosmetics)
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Forests
Budget Range (in EUR)	25,000-100,000

In September 2020, Brazilian Pantanal was stroke by the worst fires ever registered in the biome, most of it started by direct and intentional human action, burning down over 30% of its total area. The fire not only hit fauna and flora, but also led to the destruction of local communities' houses and farming areas. In this scenario, WWF-Brazil, in partnership with local organizations, intensified its work in the region by conducting emergency activities under four main pillars:

1. Humanitarian support – improving food safety and living conditions of 4 thousand local people impacted by the fire, including 5 quilombola and 6 indigenous communities.
2. Aid to fauna – logistics support and medicine and equipment delivery to local organizations working on wildlife rescue and rehabilitation. It is estimated that the fires killed over 17 million individuals from local fauna.
3. Fire prevention and fighting – increasing local communities' capacity to fast respond against fires by training fire brigadiers and donating specific firefighting equipment.
4. Research support – strengthening universities and local organizations on the research about the impacts of the fires on fauna and flora by enabling researchers to travel to the field and hiring a specialized consultancy to measure the fire impacts on the region.

The company supported this work by making a restricted philanthropic donation to WWF-Brazil.

# PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR25,000 OR LESS IN FY21

The following list represents all corporate partnerships that this WWF office has with an annual budget of EUR25,000 or less (including pro bono or in-kind contributions) in FY21.

1. **Banco do Brasil**
2. **Bonetes**
3. **Cescon Barrieu**
4. **Kunumi**
5. **Mauricio de Sousa Produções**
6. **Meliã International Hotels**
7. **Rabobank Brasil**
8. **Rinaldi Produções**
9. **Salomi Advogados**
10. **Via Sete Restaurante**
11. **Waycarbon**
12. **Welight**

## CORPORATE ENGAGEMENT PLATFORMS

The following list represents corporate engagement platforms that this WWF office is leading or part of and involves multilateral engagements with companies to bring about sustainable outcomes within their supply chain or consumer behaviours.

1. **Forests Forward**
2. **Global Compact**
3. **Coalizão Brasil Clima, Florestas e Agricultura**  
– <https://www.coalizaobr.com.br/home/>

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**OUR MISSION IS TO STOP  
DEGRADATION OF THE  
PLANET'S NATURAL  
ENVIRONMENT AND TO  
BUILD A FUTURE IN WHICH  
HUMANS LIVE IN HARMONY  
WITH NATURE.**

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