



**REPORT**

**BR**

# CORPORATE PARTNERSHIPS REPORT

**Overview of WWF-Brazil Corporate Partnerships Report  
Fiscal Year 2017**



**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  
Renata Bugliani ([renatabugliani@wwf.org.br](mailto:renatabugliani@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 2017 by WWF-Brazil – World Wide Fund For Nature (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 2018 WWF-BR

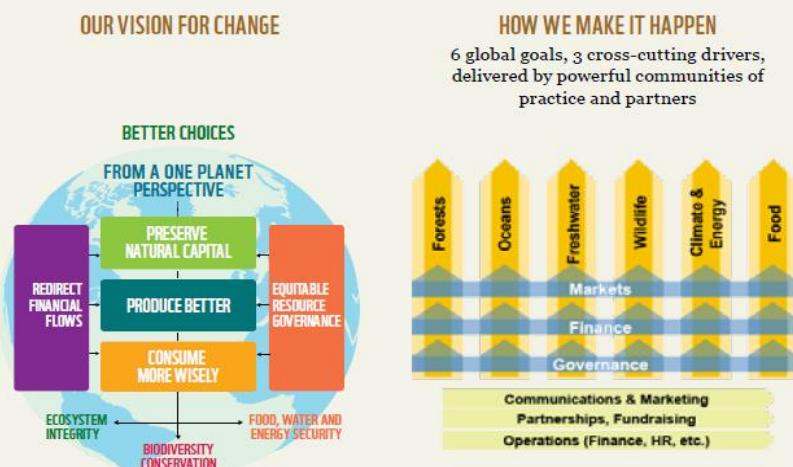
All rights reserved.

## 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 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.

## 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. 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.

By working with the corporate sector, WWF aims to change behaviour and drive conservation results that would not be possible otherwise. More specifically, our work with the corporate 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](#), 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), [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-BR 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 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 2017, the total income from business represented 3% 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 EUR 25,000. Details of each partnership can be found below:

**Ambev**

**Banco do Brasil**

**Celpe, Coelba and Cosern**

**Suzano Papel e Celulose<sup>\*2</sup>**

**Tanac**

\*referred to WWF initiatives for engaging companies shown on page 13

# AMBEV

Ambev is the successor of Brahma and Antarctica, two of Brazil's oldest breweries. Their main business is beer, and Ambev is leader in several markets with brands like Skol, Brahma, Antarctica, Quilmes, Labatt, Presidente, among others. In addition, they have soft drink, non-alcoholic and non-carbonated operations with their own brands such as Guaraná Antarctica and Fusion. Currently, Ambev has operations in 16 countries.

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 Jundiaí 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**  
**River**  
**Climate**  
**Forest**  
**Biodiversity**

**FY2017 budget range (EUR)**  
**100,000.00 – 500,000.00**

For more information click [HERE](#)

# BANCO DO BRASIL

Banco do Brasil is the oldest and best-known financial institution in the country. It is currently the largest bank in Latin America, with the largest branch network in Brazil and abroad.

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.

CORPORATE ID CARD

## Industry

**Bank**

## Type of partnership

**Sustainable business practices  
Communication and awareness  
raising Philanthropic**

## Conservation focus of partnership

**Freshwater  
River  
Climate  
Forest  
Biodiversity**

## FY2017 budget range (EUR)

**>500,000.00**

For more information, click [HERE](#)

## CELPE, COELBA and COSERN

The Companhia Energética de Pernambuco (Celpe), Companhia de Eletricidade do Estado da Bahia (Coelba) and the Companhia de Energética do Rio Grande do Norte (Cosern) are part of the largest group in the electric sector in Brazil and Latin America in terms of customers, the Neoenergia Group. In addition to another distributor, the group operates in Generation, Transmission, Distribution and Commercialization of energy. Present in 16 Brazilian states, covering 998 cities, where about 34 million people live.

The partnership between WWF-Brazil and concessionaries of electric power CELPE, COELB e COSERN began in 2016 and aims to show the relationship between conservation, citizenship and energy efficiency. To achieve such goal there are 3 initiatives:

- Energy that transforms (Energia que Transforma) is a course taught by a WWF-Brazil's employee for teachers from public sector schools aiming to expand the knowledge and to encourage change of habits, showing how the relation between energy, consumption and the environment can have important impacts on our planet. In 2017 more than 400 teachers in the states of Bahia, Pernambuco and Rio Grande Norte were trained.
- Festival connected to energy (Festival tô ligado na energia) aims to stimulate knowledge and change of habits, as well as promote the learning of rational and safe use of energy in a fun way in the school environment. In 2017 the festival was present in more than 200 schools, impacting more than 5 thousand students and their families.
- Space for energy classes in Fernando de Noronha: WWF-Brazil is the responsible for managing the space, which aims to receive tourists and locals from the island to raise awareness of the use of energy, as well as articulate with inns, government and other organizations to reduce the use of fuel in the island through energy efficiency. The space receive about 200 visitors per month.

CORPORATE ID CARD

**Industry**  
Electric Utilities

**Type of partnership**  
Communication and awareness

**Conservation focus of partnership**  
Climate

**FY2017 budget range (EUR)**  
**25,000.00 – 100,000.00**

For more information, click [HERE](#)

# SUZANO PAPEL E CELULOSE

Suzano Papel e Celulose is a Brazilian company owned by the Suzano Group. It is the second largest producer of eucalyptus pulp in the world and the largest manufacturer of printing and writing paper in Latin America.

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-Brasil 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: 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 Paper**

**Type of partnership**  
**Sustainable business practices**  
**Communication and awareness raising**

**Conservation focus of partnership**  
**Forest**  
**Climate**  
**Forest**  
**Biodiversity**

**FY2017 budget range (EUR)**  
**25,000.00 – 100,000.00**

# TANAC

Tanac started its activities in 1948, and it is currently the world leader in the production of black wattle and plant extracts.

WWF-Brazil and Tanac 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**  
**Pulp and Paper**

**Type of partnership**  
**Sustainable business practices**

**Conservation focus of partnership**  
**Biodiversity**  
**Climate**  
**Forest**  
**Biodiversity**

**FY2017 budget range (EUR)**  
**25,000.00 – 100,000.00**

For more information, click [HERE](#)

## OTHER WWF-BRAZIL CORPORATE PARTNERSHIPS

The following list contains all corporate partnerships that WWF-Brazil had in fiscal year 2017 with an annual budget under EUR 25,000 or on a pro bono basis.

Casapark
Companhia de Navegação Norsul *5
Ervateira Bonetes
LATAM Airlines Brasil
LG Electronics *5
Maurício de Sousa Produções *6
Meliá Hotels International *5
Souza Cescon *5
The Boston Consulting Group Brasil Ltda (BCG)
Tilibra (Acco Brands)
ViaSete

\*referred to WWF initiatives for engaging companies shown on page 13

# WWF INITIATIVES FOR ENGAGING COMPANIES

---

**1. 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.

---

**2. 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.

---

**3. 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.

---

**4. 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.

---

**5. 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.

---

**6. WWF has Media/Communications relationships** with companies which provide WWF with pro bono and/or gift-in-kind support. This includes free media or advertising space, creative work, strategic development and execution of brand communications. Without them, WWF would not have the reach, nor the access to large audiences which these partners collectively have. These organisations are key partners in helping us to deliver on our programmatic goals, our campaigns and our mission.

---

**7. Earth Hour** is WWF's global environmental movement. Born in Sydney in 2007, Earth Hour has grown to become the world's largest grassroots movement for the environment, inspiring individuals, communities, businesses and organizations in over 7,000 cities and nearly 180 countries and territories to take tangible climate action. Over the past 10 years, WWF teams have used Earth Hour to drive people-powered environmental efforts and in 2016, the movement powered over two million individual actions for the planet across a few conservation themes including water, forests, sustainable consumerism, renewable energy, waste management and sustainable food and agriculture.

# 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	<b>WWF Associates*</b>
Croatia	Netherlands	Fundación Vida Silvestre (Argentina)
Democratic Republic of Congo	New Zealand	Pasaules Dabas Fonds (Latvia)
Denmark	Norway	
Ecuador	Pakistan	Nigerian Conservation Foundation (Nigeria)
Fiji	Panama	
Finland	Papua New Guinea	
France	Paraguay	*As at October 2017
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**

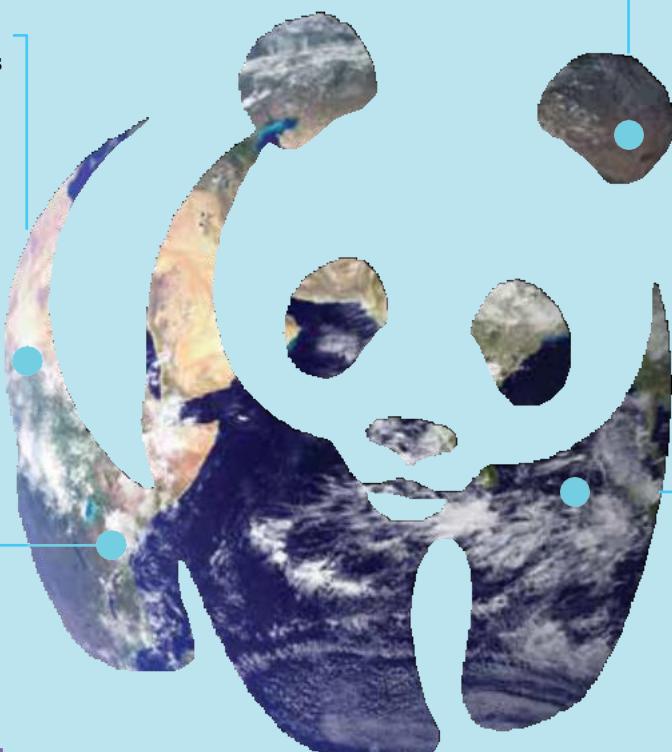
WWF was founded in 1961

**+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](http://www.wwf.org.br)