



# CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-BRAZIL CORPORATE PARTNERSHIPS  
FISCAL YEAR 2020

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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

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 [2020 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.

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## 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.

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 FY20, income from corporate partnerships represented 4,4% of this WWF office's total income.

## INFORMATION ON WWF-BRAZIL CORPORATE PARTNERSHIPS

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

Ambev

Banco do Brasil

Celpe, Coelba and Cosern

Instituto Neoenergia  
(INEO)

Suzano S.A.

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. Due to the positive impacts achieved, in 2016 the project was expanded to the entire basin of the Jequitibá river, reaching five municipalities to the north of Belo Horizonte, capital of Minas Gerais state.

Aiming at integrating the relevant and diversified stakeholders from the Jequitibá basin, the main objectives of this project are 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.

During the fiscal year 2020

- Governance and management: 10 meetings between WWF-Brazil, Ambev and the Jequitibá river subcommittee, in order to strengthen the latter and identify the basin’ environmental improvement;
- Restoration activities in strategic areas for the basin’ recovery and recharge, focused in two main areas (ongoing): “Voçoroca da Serrinha” (10 hectares positively impacted) and “Voçoroca dos Machados” (25,000 squared meters of eroded territory);
- Mapping of priority areas for the installation of new “ecofossas” (a system for sustainable rural wastewater treatment)
- Construction and inauguration of a warehouse at Cidade de Deus neighbourhood to store the community’s organic food production, benefitting 60 families of small local farmers.
- In the “Aliança pela sub-bacia do Ribeirão Jequitibá” (Alliance for the Jequitiba basin) initiative, composed by different local actors (government, civil society and companies), it was established a partnership with Selo Social Institute to certify socio-environmental projects with positive impacts. Twenty organizations registered for the certification process and dozens of in person and virtual (after the Coronavirus outbreak) meetings were conducted.
- Online mentoring meetings with school staff from all five municipalities that compose the basin, to

## CORPORATE CARD

Industry

**Beverages**

Type of partnership

**Communications and awareness raising  
Philanthropic partnership**

Conservation focus of partnership

**Freshwater**

Budget Range (in Euro)

**100,000 – 250,000**

For more information, click [HERE](#)

promote reflection over water management issues and stimulate them to develop projects regarding this subject with students. Originally, the activities would be in person and also include students and parents, besides teachers and directors, but had to be adapted due to the Coronavirus pandemic.

- Communications actions to disclosure the partnership results: four webinars conducted as part of the Environment Week celebration, in June/2020.



## BANCO DO BRASIL

From 2010 to 2019, Banco do Brasil, WWF-Brazil, Brazil's National Water

Agency and Banco do Brasil Foundation cooperated on the Water Brazil Program. The initiative aimed 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.

Also, the Program developed a sustainable internal campaign engaging 96,889 employees in Banco do Brasil; a social and environmental assessment of the bank's suppliers; water and a photovoltaic calculators; socioenvironmental risk mitigation mechanisms for 10 sectors of the economy and 10 commodities; among other results.

The main activities regarding this partnership were concluded June 2019; the second semester of that year was dedicated to management and closing actions for the conclusion of the partnership, in December 2019.

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)

**100,000-250,000**

For more information, click [HERE](#)

## CELPE, COELBA AND COSERN

WWF-Brazil was a partner of Neoenergia group 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 the Brazilian National Electric Energy Agency.

Created in 2013, the project had its activities focused on education on climate change and energy topics, gathered in two main projects conducted in several municipalities from those three Brazilian states (BA, PE and RN) and reaching 32,000 students, 449 teachers and 256 schools:

- “Energia Que Transforma”, aimed at training teachers to include energy efficiency as a topic to work with students;
- “Tô Ligado na Energia” Festival, which focused on art initiatives and competitions among school students, including their participation on the Climate Week and media coverage on the achievements. >> Also, the partnership included particular activities in Fernando de Noronha island, such as:
- Managing the Visitation Centre “Espaço Aulas de Energia”, where residents and tourists can learn about energy efficiency and renewable energy, especially solar power, which represents 10% of the island’s power generation.
- Conducting engagement activities with residents and tourists, aiming at helping the island to become more sustainable. Some examples are: supporting the Environmental Education Department at the only school of the island in activities and meetings; conducting conferences about energy generation on Oceanic Islands and conscious consumption to tourists; supporting the Noronha Zero Plastic Engagement Center with workshops, debates and meetings.

Due to Covid-19 pandemic, activities had to be interrupted in March 2020, and the contract was terminated in April of the same year.

CORPORATE ID 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](#)

## INSTITUTO NEOENERGIA (INEO)

The bleaching of corals and the decline of reefs has been occurring significantly throughout the planet. It occurs through a lethal combination of climate change and

environmental degradation in the coastal zone. In view of this reality, the Coralizar Project was implemented, an initiative that consists of: (1) the creation of an experimental model for the restoration of corals; (2) mapping new mesophotic reefs; (3) avoid coral sun bio-invasive process.

The objective of *Coralizar* project is subsidize research and approaches that will support the efforts to increase the resilience of strategic Brazilian coral reefs areas. The project has the support of the Neoenergia Institute and a partnership with the Nautilus Institute, Bio Coral Factory, Federal University of Pernambuco and Federal Rural University of Pernambuco. WWF-Brazil, in partnership with INEO, operates in three strategic lines.

- A. Generation and dissemination of knowledge about coral restoration to academic and private sector in Brazil.
- B. Promote prototype initiatives to be used to expand the coral restoration agenda.
- C. Foster new business models, innovation, income generation and jobs through coral restoration initiatives.

CORPORATE IN CARD

Industry

**Energy**

Type of partnership

**Driving sustainable business practices  
Philanthropic partnership**

Conservation focus of partnership

**Oceans**

Budget Range (in Euro)

**25,000-100,000**

## SUZANO S.A.

Through the partnership with Suzano S.A, WWF-Brazil was able to advance the goals and

objectives of conservation of the Atlantic Forest. The partnership lasted three years, ending in December 2019 and contributed to 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 S.A, monitored the main goals of the four central 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.

The partnership included 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 of 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 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)

**25,000-100,000**

For more information, click [HERE](#)

## UNILEVER DO BRASIL

WWF-Brazil and Love, Beauty and Planet 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 on the greatest possible positive impact of the brand's actions on society and nature.

This process was divided in two steps:

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

During the 2020 fiscal year, the first step was concluded, but due to the context of Covid-19, it was not possible to carry out the activities planned for the second.

CORPORATE ID CARD

Industry

**Personal Care**

Type of partnership

**Driving sustainable business practices**

Conservation focus of partnership

**Climate & Energy**

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 FY20.

Cescon Barrieu

Indústria Ervateira Bonetes LTDA

Instituto Welight

Meliá Hotels International

Rinaldi Produções

Via Sete Restaurante

Waycarbon

**The Climate Savers Programme** is WWF's global platform to engage business and industry on climate and energy. Member companies take on two commitments: to become the best in class in reducing greenhouse gas emissions, and to influence market or policy developments by promoting their vision, solutions and achievements. The intention of the programme is to inspire a change in thinking about climate solutions in companies and encourage them to transform themselves in low-carbon leaders, acting as agents of change within their sphere of influence. This leaves member companies better placed to avoid carbon-related risks while realising opportunities within their long-term business strategies.

**The New Generation Plantations (NGP)** platform works toward a vision of forest plantations that contribute positively to the welfare of local communities and do not replace natural forests or other important ecosystems. WWF manages the NGP platform with participation from forest companies and governments around the world. The platform is a place to share ideas and learn about better plantation forestry practices through real-world examples. Participants commit to implementing good forest plantation methods on their own plantations. Through various events and study tours, NGP also seeks to influence other companies and governments to make environmentally and socially responsible decisions on plantation management.

**The Global Forest & Trade Network (GFTN)** is one of WWF's initiatives to eliminate illegal logging and transform the global marketplace into a force for saving the world's most valuable and threatened forests. GFTN aims to mainstream the principles of responsible forest management and trade as a standard practice throughout the global forest products industry by providing technical assistance, partnership and trade opportunities with committed companies. GFTN considers independent, multi-stakeholder-based forest certification as a vital tool in this process. Nearly 200 companies in 20 countries around the world participate in GFTN.

WWF's **Green Office** is an environmental management system for offices. The aim of the programme is to reduce carbon dioxide emissions and workplaces' ecological footprint. Green Office is suited to offices in private companies, the public sector and other organisations.

**WWF Corporate or Business Clubs** are membership programmes that provide a platform for companies locally or regionally to support WWF's work. Membership in such clubs does not create a partnership between WWF and the company, and does not imply an endorsement of any nature by WWF of the company or its products and services.





# THE WWF NETWORK\*

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## WWF Offices\*

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

# WWF in numbers

**+100**

WWF is in over 100 countries, on 6 continents

**1961**

WWF was founded in 1961

**+5M**

WWF has over 5 million supporters

**+25M**

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



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