

A close-up photograph of a person's hands, with dark skin, carefully planting a small, vibrant green sapling into a hole in the soil. The ground is covered with a layer of dry, brown straw or mulch. In the background, a large, light-colored metal bucket is partially visible. The scene is brightly lit, suggesting an outdoor setting during the day.

CORPORATE PARTNERSHIPS REPORT

FY 2023 WWF-BRAZIL MARCH, 2024

WWF is one of the world's largest and most experienced independent conservation organizations, with over 6 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

[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

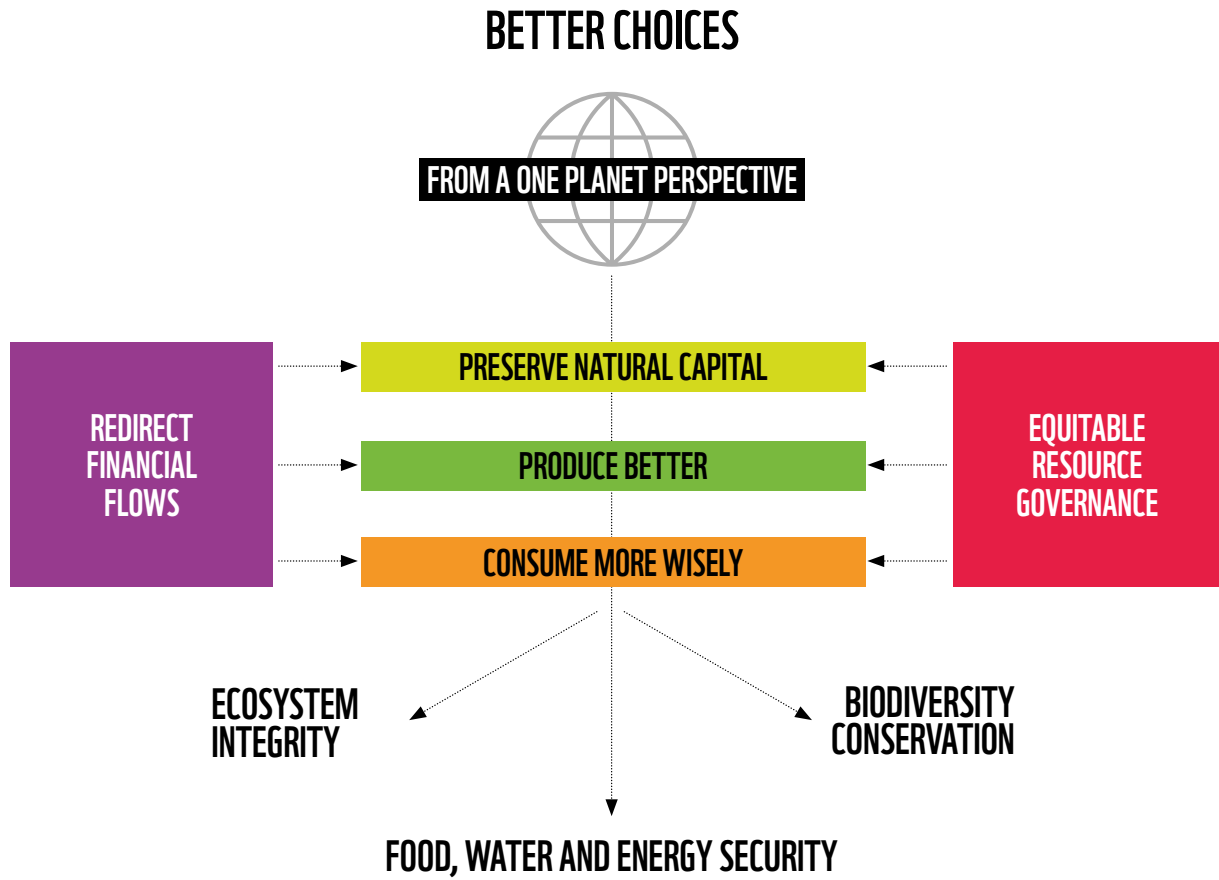
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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.

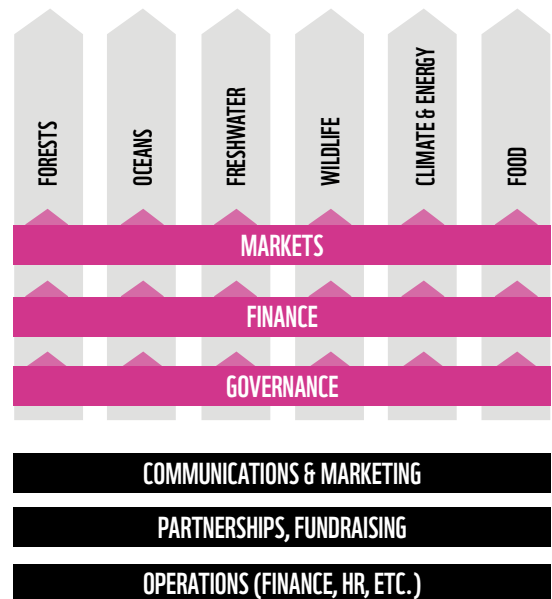
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

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**

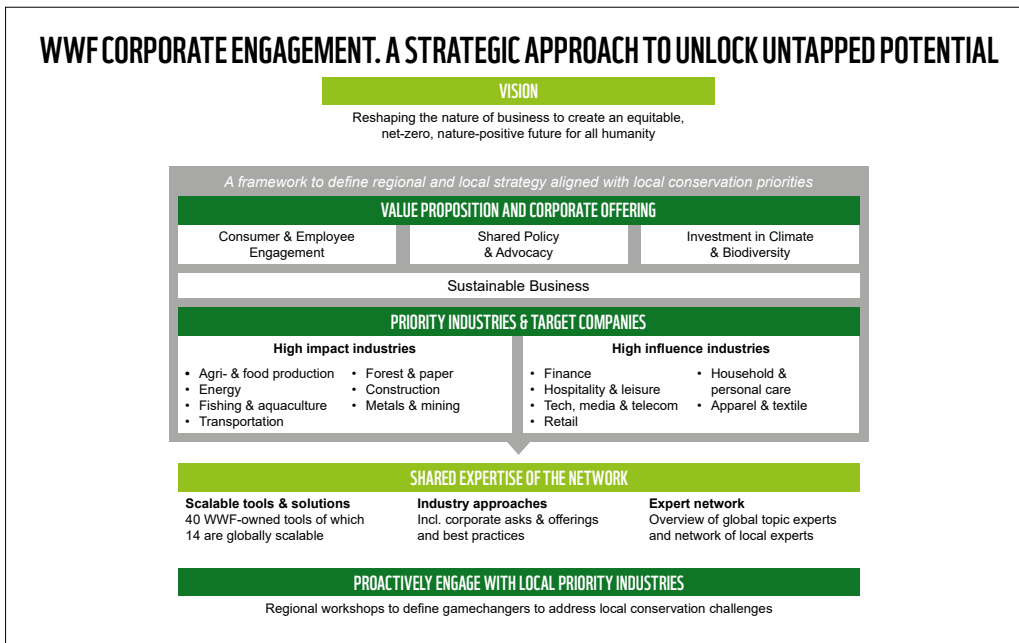


OUR WORK WITH THE CORPORATE SECTOR

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.

Many of our partnerships with companies use a combination of these approaches.



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 while also to engage in public policy discussions at global and local levels, 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](#), [No Deep Sea Mining](#), [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.

OUR WORK IN CORPORATE PARTNERSHIPS

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.

Our collaboration 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 four 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.

4. POLICY AND ADVOCACY

The fourth approach involved collaborating with businesses to influence policies, regulations, and industry practices for sustainability. These partnerships are crucial for shaping policies that align nature and business, creating a sustainable future.

WWF ENGAGES WITH COMPANIES AT THE DIFFERENT STAGES OF THEIR SUSTAINABILITY JOURNEY TO ENABLE SYSTEMIC CHANGE

CONSUMER & EMPLOYEE ENGAGEMENT



Drive awareness and activate behavioral change

by communicating, educating and incentivizing consumers and employees on sustainable behavior issues

SHARED POLICY & ADVOCACY



Build value chains that value nature

through public-private alliances and by influencing policies that lead to bold ambitions and integrated action

INVESTMENT IN CLIMATE & BIODIVERSITY



Conserve nature by investing in nature

by participating in nature protection and restoration efforts on site- and landscape-level, and beyond

SUSTAINABLE BUSINESS



Rethink business models for a nature-positive future

by addressing business drivers of nature loss and implementing sustainable business practices in accordance with the mitigation hierarchy

Many of our partnerships with companies use a combination of these approaches.

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;
- Influence policies that lead to bold ambitions and integrated actions
- 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 FY23, income from corporate partnerships represented 3,1% of this WWF office's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN R\$ 25,000 IN FY23

AEGEA SANEAMENTO E PARTICIPAÇÕES S.A.

Industry	Public Services – sanitation
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Forests Freshwater
Budget Range (in R\$)	1-3 million

AEGEA, one of Brazil's biggest companies on sanitation services, have established a partnership with WWF-Brazil for recovering degraded areas on Pantanal headwaters region (Mato Grosso do Sul and Mato Grosso states) through the development of studies to promote sustainable action, including restoration of native vegetation. By working together, WWF-Brazil and AEGEA aim at amplifying initiatives that promote economic and social development of this region while also preserving nature, contributing to hold biodiversity loss and climate change. The project is called *Água Limpa para Todos* (Clean Water for Everyone) and was officially launched in June 2022, with initial duration of one year.

During this reporting period, we have conducted the mapping of priority areas for restoration and of soil coverage and land use, and hydric modeling studies considering different scenarios on territorial interventions. These analyses have originated the following materials: sustainable water management action plan; a report about lessons learned in the Guariroba region (Mato Grosso do Sul state); a study evaluating social, environmental and economical impacts on priority river basins and Poconé macro basin (Mato Grosso state); an evaluation plan about the restoration chain in Pantanal Headwaters region. The results of those studies were made public on this [article](#).

Other relevant achievements during the reporting period were mapping regional stakeholders involved and conducting a workshop with them, aiming at their engagement; in Guariroba protected area (Mato Grosso do Sul state), an area of approximately 15 hectares was put under restoration process, with 12,670 seedlings and 63 kilograms of seeds planted in a hydric permanent protected area, in a cooperation with local partners that was made possible through an investment pool from several projects, which counted with Aegea's support; also, another 4 hectares area was put under restoration process at Jauru watershed (Mato Grosso do Sul state), with 2,000 seedlings and 300 kilograms of seeds planted. Additionally, with Aegea's support (among other partner organizations), the first and second editions of Restaura Natureza restoration Olympiad took place, having 7,500 students engaged in 2022 and 10,000 students in 2023.

Regarding communications, three main activities were delivered:

- Environmental Footprint calculator (available [here](#));
- One release and one video about the project (available [here](#));
- A folder containing information on safeguards and risks.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN R\$ 25,000 IN FY23

AIRBNB

Industry	Tourism, Recreational services
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Oceans Wildlife / Biodiversity
Budget Range (in R\$)	100,000-250,000

Airbnb has joined WWF-Brazil in a 3-year partnership that aims to support coral reef environments protection and conservation through two main strategies:

- **Species Protection** – this pillar focus on strengthening the coral reef conservation network, support scientific data development over the resilience of coral reefs environments at *Costa dos Corais* protected area, in Tamandaré – Pernambuco, and subsidize key activities held by organizations that work with coral restoration;
- **Protected Areas** – planned activities include promoting scientific data development on mesophotic coral reefs at seamount chains between Fernando de Noronha and Ceará state coast, technical support to communities managing a touristic product called Abrolhos Terra e Mar and advocacy strategies to promote public policies regarding the protection of the ocean and its biodiversity.

During this reporting period, the work was focused on refining the scope of the project and setting legal arrangements to sign the partnership.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN R\$ 25,000 IN FY23

AMBEV – COMPANHIA DE BEBIDAS DAS AMÉRICAS

Industry	Beverages
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Forests Freshwater
Budget Range (in R\$)	100,000-250,000

The project *Bacias & Florestas* ('Watersheds and Forests') is an Ambev initiative for protecting, restoring and preserving rivers that are part of watersheds where their factories are located, aiming at contributing to increase water availability on those regions. The partnership with WWF-Brazil contributes to this project and takes place in Minas Gerais state, at *Ribeirão Jequitibá* water basin, encompassing five municipalities with approximately 52,000 hectares and 250,000 people.

This new phase of the partnership has started in January 2023, having two main pillars:

1. Hydric Resources improvement – this includes prospecting areas for forest restoration and for soil conservation and recovering a watershed. Until June 2023, contractual arrangements were made for soil conservation work.
2. Sustainable food systems, through supporting urban food gardens. During the reporting period, WWF-Brazil has reestablished its own participation in the *Jequitibá* Watershed Subcommittee and has started local partners articulation to define the work that will be done ahead.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN R\$ 25,000 IN FY23

BANCO DO BRASIL

Industry	Financial Services
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy
Budget Range (in R\$)	250,000-500,000

The partnership with Banco do Brasil has three major axes:

1. Engagement in an Ecoefficiency Culture

Together with Banco do Brasil's Supply team, WWF-Brazil promoted a set of engagement activities with almost 100,000 employees to change the bank's internal culture.

The main achievements in this reporting period were engagement and training events and webinars, launching a campaign on waste management and the dissemination of videos, games and content during emblematic environmental dates.

2. Zero Carbon Program

To support Banco do Brasil's SBTi strategy, we discussed with the bank its emission reduction goals for scope 1, 2, and 3, how to reach them with existing and future technologies, and what social and environmental co-benefits would be obtained.

Special attention was given to financed emissions, the most relevant emissions category for any financial institution. Considering the massive presence of land use-based businesses and Oil and Gas clients in the bank portfolio, we discussed alternatives the organization could adopt with its credit and corporate business divisions.

3. Zero Waste Program

The main purpose of this axle is to develop guidelines and specialized content to implement the bank zero waste program, aiming to reduce the amount of waste sent to landfills. The key achievements of the program included:

- An extensive mapping of Brazilian legislation related to solid waste management, providing a solid legal foundation for the program's implementation.
- The development of a model for accrediting organizations responsible for collecting recyclable waste, as well as establishing a remuneration system for the environmental services provided by recyclers at the bank's facilities.
- The creation of guiding manuals and training for employees, aimed at educating them on practices that contribute to reducing waste production and its proper disposal, in alignment with the principles of circular economy.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN R\$ 25,000 IN FY23

INSTITUTO NEOENERGIA

Industry	Energy
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Oceans Wildlife / Biodiversity
Budget Range (in R\$)	250,000-500,000

Since 2020, Instituto Neoenergia has partnered with WWF-Brazil to support conservation strategies for coral reef environments in the context of climate change. In 2023, the project aimed to subsidize the continuity and implement coral reef restoration field projects in *Costa dos Corais* (Pernambuco). It was divided into the following strategic lines:

1. Promoting coral reef restoration pilot initiatives to be used for scaling up in Brazil and fostering new business models, innovation, income generation, and job creation through coral restoration initiatives;
2. Generating and disseminating knowledge about coral restoration for society and relevant stakeholders in Brazil.

Through our support to local partner (Biofábrica de Corais), coral restoration management techniques and conservation programs were continuously enhanced. Standardized data collection improved cultivation traceability and internal processes, yielding positive results for coral reef restoration. In 2023, 7,589 coral nubbins of *Millepora alcicornis* were rescued and cultivated, reaching a 90% average survival rate. The region saw the establishment of its first ex situ coral cultivation laboratory. Our local partner initiated a Volunteer Program, engaging and training the local community in coral reef restoration activities. This contributed to scaling up restoration efforts and increasing the number of restored corals, significantly impacting coral reef conservation. Additionally, communication milestones were achieved, including social media posts, news articles, and project videos.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF R\$ 25,000 OR LESS IN FY23

The following list represents all corporate partnerships that this WWF office has with an annual budget of R\$ 25,000 or less (including pro bono or in-kind contributions) in FY23.

1. **Banco Inter**
2. **B.O.B**
3. **Cescon Barrieu**
4. **Editora FTD**
5. **Fauna Papelaria**
6. **Kunumi**
7. **Mauricio de Sousa Produções**
8. **Meliá**

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. **UN Global Compact**
3. **Coalizão Brasil Clima, Florestas e Agricultura**
4. **Soy Working Group (“GTS – Grupo de Trabalho da Soja”)**
5. **Business For Nature**

For further information on corporate engagement at WWF-Brazil, please contact:
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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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world for the benefit of people
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