

The background of the entire page is a lush tropical forest. The scene is filled with tall, slender trees and a dense canopy of green leaves. In the foreground, large, gnarled tree roots are visible, some covered in moss. A person wearing a blue backpack and a hat is seen from behind, walking along a dirt path that winds through the forest. The lighting is bright, suggesting a sunny day, with sunlight filtering through the trees.

CORPORATE PARTNERSHIPS REPORT

FY 2022 WWF-BRAZIL MAY, 2023

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

[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

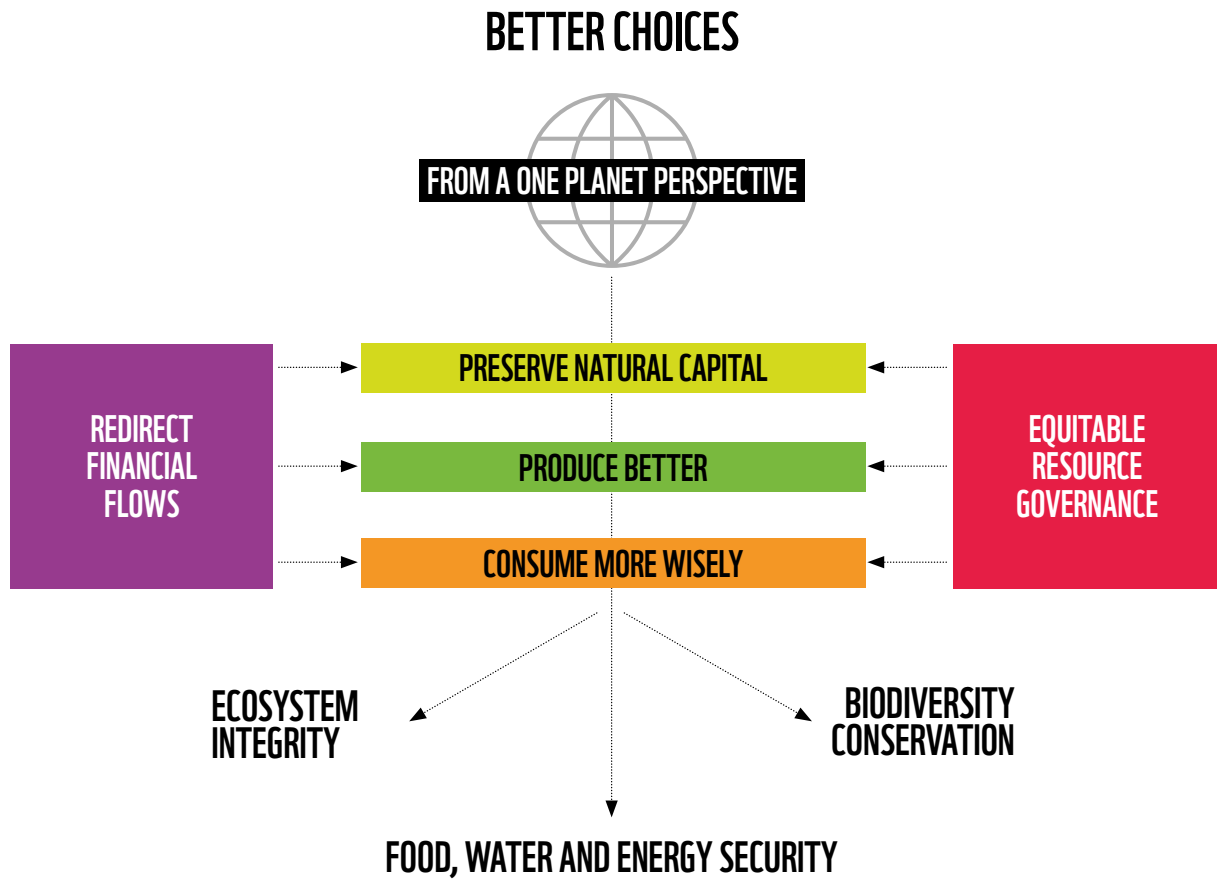
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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.

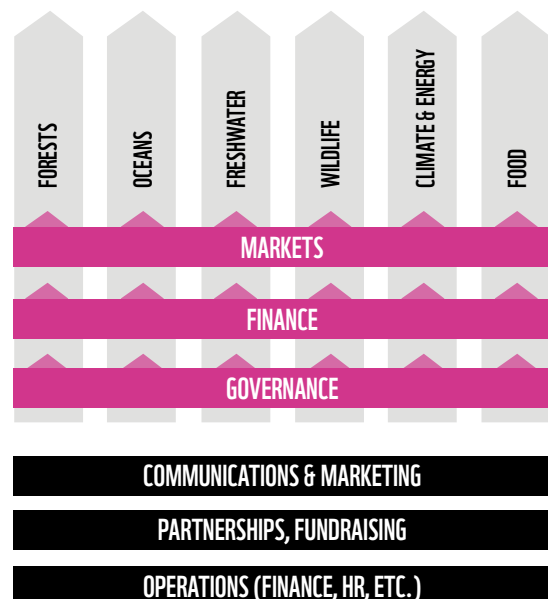
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

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. 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](#), [No Deep Sea Mining](#), [Coalition to end wildlife trafficking online](#)), as well as work in partnership with individual companies.

By being signatory of the UN Global Compact, WWF-Brazil reassures the support to this initiative and its mission of promoting corporate sustainability in respect to Human Rights, Labour, the Environment and No Corruption.

This report presents an overview of the partnerships that this WWF office has with individual companies.

OUR WORK IN 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 FY22, income from corporate partnerships represented 3,6% of this WWF office's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY22

AEGEA SANEAMENTO

Industry	Public Services – Sanitation
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Forests and Freshwater
Budget Range (in EUR)	25,000-100,000

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 the partnership's first month, period this report comprises, the activities conducted were on planning of scope execution.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY22

AMBEV

Industry	Beverages
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Forests and Freshwater
Budget Range (in EUR)	250,000-500,000

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.

During this report's period, the main achievements were:

- Native vegetation restoration and monitoring work, with activities focused on water and soil conservation.
- Elaboration of workplan for restoring the JK water spring, in collaboration with Jequitibá watershed subcommittee (Sete Lagoas municipality).
- Two campaigns for water collection and quality testing – in total, 32 collection points will be installed along the Jequitibá basin for water quality periodic monitoring.
- Rural sanitation: 26 biodigesters built, benefitting 30 families and 130 people directly. [Link to article](#) (in Portuguese).
- Implementation of the project Escolas Transformadoras (Transformative Schools) in 13 schools, for conducting environmental-related activities, especially about hydric sustainability.
- Solar power system installed at Jeliomar Brandão municipal school (Prudente de Moraes municipality), linked to Escolas Transformadoras project.
- Support for 15 farmers by offering workshops about bio inputs usage for ecological production at urban vegetable gardens (Sete Lagoas municipality). [Link to article](#) (in Portuguese).
- Selo Social 2021 edition: platform that enables identifying projects at the water basin and its impacts considering UN's Sustainable Development Goals (SDG). 46 projects were identified, from 33 institutions.
- Volunteering event for seedlings planting at Gruta do Rei do Mato, implementing restoration in 1.59 hectares.
- Communications activities: videos about the project's outputs:
 - ◇ [Bacias & Florestas](#)
 - ◇ [Rural Sanitation](#)
 - ◇ [Urban vegetable gardens](#)

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY22

BANCO DO BRASIL

Industry	Financial Services
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Climate and Energy
Budget Range (in EUR)	100,000-250,000

The partnership with Banco do Brasil has three major axes:

1. Engagement for an Ecoefficiency Culture

Together with the bank Supply team, WWF-Brazil promotes engagement activities to the bank's almost 100,000 employees, so they can live in harmony with nature.

The main achievements during this reporting period were publishing articles and interactive pieces of communications on the bank internal network, regarding subjects such as: water and energy efficiency, recycling, reducing GHG emissions and paper usage.

2. Zero Carbon Program

This is a project focused on the bank's climate change management strategy, aiming at reducing Banco do Brasil scopes 1, 2 and 3 emissions, besides initial conversations about financed emissions (Scope 3 – category 15).

3. Zero Waste Program

The goal is to revise Banco do Brasil's program for collecting recyclable waste and implement better waste management practices along administrative offices, bank agencies and other places they operate, reducing their value chain impacts.

The main achievements during this reporting period were:

- Development of workplan with 27 suggested actions, divided into five categories – engagement, operations, communication, compliance and data management, according to reach and expected results on implementation.
- Revising the model used for hiring cleaning and waste management companies, resulting on contract clauses adjustments and suggestions for differentiating types of waste (organic, recyclable and discard) and weights (by gravimetry), based on the waste generation profiles of each bank facility.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY22

INSTITUTO NEOENERGIA

Industry	Energy
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Oceans
Budget Range (in EUR)	25,000-100,000

During this report's period, the main results achieved under this partnership were:

- Launch of a 6-episode podcast and a documentary about coral reef restoration.
- One workshop about coral reef restoration with representatives from the following institutions: Biofábrica de Corais organization, Recifes Costeiros Institute, ICMBio CEPENE e UFPE Oceanography Institute, besides WWF-Brazil.
- Preparation of two scientific papers:
 - ◊ One which describes the case study involving: in-situ coral reef restoration in Porto de Galinhas (PE), ex-situ restoration at UFRPE and the regenerative tourism program.
 - ◊ Another one focused on describing Atol das Rocas coral reef ecosystem and its reproduction potential for repopulating coastal reefs.
- Launch of Regenerative Tourism Program for corals, with training offered to the community responsible for operating the program and three routes planned for Porto de Galinhas.
- Two workshops organized to build the coalition for coral reefs conservation and restoration.
- Support for Biofábrica de Corais organization to participate on the event ABAV Exp 2022 (an international expo/fair on tourism, offered by the Brazilian Association of Travel Agencies – ABAV), bringing regenerative tourism for coral reefs closer to the private sector. The program conducted by Biofábrica was awarded the prize Braztoa de Sustentabilidade 2022, taking the first place on the category Innovation and Sustainability on Tourism.
- Several articles published on big media channels about the project, besides one live appearance at Pernambuco state local news TV program.
- 1680 corals planted in in-situ nurseries in Porto de Galinhas and Tamandaré, and 200 corals in ex-situ nurseries in two laboratories, at UFRPE and CEPENE/ICMBio).

PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR25,000 OR LESS IN FY22

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 FY22.

1. **Banco Inter**
2. **B.O.B**
3. **Cescon Barrieu**
4. **Chameleon Sun**
5. **Editora FTD**
6. **Korui**
7. **Kunumi**
8. **Malwee**
9. **Mauricio de Sousa Produções**
10. **Meliá**
11. **Rabobank Brasil**
12. **Unilever**

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**

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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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