



# CORPORATE PARTNERSHIPS REPORT 2017

OVERVIEW OF WWF-Guatemala/Mesoamerica Corporate Partnerships  
FISCAL YEAR 2017

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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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## OUR MISSION

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 *2014 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. Recognizing the scale and complexity of the challenges, we have chosen to engage in collaborative and collective action with businesses, investors, consumers, governments and other civil society organizations to drive positive change. This report presents an overview of the largest partnerships that WWF-Guatemala/Mesoamerican has with individual companies.

## OUR WORK WITH THE CORPORATE SECTOR

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. Business 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. Business is also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

By working with business, WWF aims to change behavior and drive conservation results that would not be possible otherwise.

More specifically, our work with business aspires to do this by:

- promoting better production and responsible sourcing of raw materials that otherwise drive deforestation or unsustainable use of water and pollution of waterways and the sea;
- engaging jointly on public policy;
- supporting the equitable sharing of natural resources; 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 to make ambitious commitments and to engage in public policy discussions, and supporting credible certification schemes (e.g. *Marine Stewardship Council (MSC)*, *Aquaculture Stewardship Council (ASC)*, *Roundtable on Sustainable Palm Oil (RSPO)*, and the *better sugar initiative standard (BONSUCRO)*). Our global network publishes scorecards and reports on company or sector performance, mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. *Seize Your Power, Virunga*), as well as work in partnership with individual companies.

This report focuses on the partnerships between WWF-Guatemala/Mesoamerica and individual companies.

Most of WWF's engagement with business is focused on the key themes of commodities, climate and freshwater.

We work with key companies in priority commodity supply chains to reduce the impact of commodity production and drive demand for more sustainable commodities. Our **Market Transformation** work focuses on the largest companies that buy and produce agricultural commodities, such as palm oil or sugarcane, that drive deforestation or unsustainable water use; on fish, both wild caught, such as mahi-mahi and spiny lobster, and farmed such as tilapia and shrimp.

Our **Global Climate and Energy** work with business focuses on emission reduction targets, encouraging a switch to 100 per cent renewable energy and on best practices in corporate climate leadership. WWF Guatemala / Mesoamerica works with businesses towards minimizing their carbon footprint, low carbon development and to adapt to the effects of climate change -for which the impacts to our region are particularly high.

WWF's work on **Water Stewardship** promotes responsible business engagement on water issues. We define Water Stewardship for business as a commitment to the sustainable management of shared water resources in the public interest through collective action with other businesses, governments, NGOs and communities. It typically starts with improvements in water use and reducing water related impacts of internal and value chain operations, and progresses to influencing governance of the resource.

## 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.

Several partnerships with companies use a combination of these approaches.

### **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 orangutan.

**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.

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 reporting publicly on all relationships with companies, their intent, objectives and impacts, of which this report is one part.

**THIS REPORT**

The aim of this report is to list the partnerships that WWF-Guatemala/Mesoamerica has with individual companies with which it has a direct engagement. Given the international nature of some of these companies, relevant activities take place in multiple countries. WWF-Guatemala/Mesoamerica also participates in activities related to corporate engagements led by other WWF offices such as WWF US, which manages the global alliance with The Coca-Cola Company.

In FY 17, income from nationally managed corporate partners was 4.6% of WWF Guatemala/Mesoamerica's total budget execution.

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 conservation strategy;
- Raise public awareness of key conservation challenges;
- Directly support WWF conservation projects.

# WWF GUATEMALA / MESOAMERICA

## CORPORATE PARTNERSHIPS

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### 1. Direct Corporate Partnerships larger than EUR 20,000 per annum

Company name:	Bottling Improvement Group (ABASA & Los Volcanes)
Industry:	Beverages
Type of partnership:	Philanthropy - Sponsorship
Conservation focus:	Freshwater
Budget range (EUR):	20,000 – 100,000

Company name:	Fundación Cervecería Hondureña S.A.
Industry:	Beverages
Type of partnership:	Philanthropy - Sponsorship
Conservation focus:	Freshwater
Budget range (EUR):	20,000-100,000

### 2. Direct Corporate Partnerships smaller than EUR 20,000 per annum

The following list represents the FY 17 corporate partnerships whose collaboration with WWF Guatemala/Mesoamerica represents only in-kind contributions geared towards sustainable business practices. These companies have signed agreements with WWF Guatemala/Mesoamerica.

- Agroamérica
- Agroexportadora Classic-Guatemala
- Azucarera del Norte, S. A. (AZUNOSA)-Honduras
- Belize Shrimp Growers Association-Belize
  - 4Hands - Belize
  - Aquamar - Belize
  - Bel Euro - Belize
  - Belize Aquaculture Limited - Belize
  - Cardelli Farm - Belize
  - Paradise Farm - Belize
  - Royal Mayan - Belize
  - Tex Mar - Belize
  - Tropical Aquaculture - Belize
- Chiquita - Guatemala and Honduras
- Ingenio Magdalena - Guatemala
- Jaremar (PALSA/AGROTOR)-Honduras

## Examples of our collaborative achievements

### **Water Stewardship and Water Conservation**

WWF's Global Alliance with The Coca Cola Company (TCCC) began in 2007 with a shared commitment to conserve the world's freshwater resources. The global partnership supports resilient freshwater basins around the world, including the Mesoamerican Reef (MAR). In the MAR the WWF-TCCC alliance has launched and supported innovative water conservation mechanisms that bring together public and private partners along with local communities and has invested in communications and awareness raising. In FY 17 the Alliance supported fire prevention and control activities to protect and restore forests in the Pasabien watershed. Local Coca-Cola bottlers ABASA and Los Volcanes, supported these activities. These activities have protected 200 hectares of the watershed directly and indirectly within the entire watershed where one of the bottlers is located. A freshwater isotope study was completed, demonstrating how Sierra de Las Minas Reserve contributes to decrease the pollution load in the Rio Motagua's water, in turn decreasing the amount of pollutants that drain into the Mesoamerican Reef.

### **Shrimp Industry in Honduras and Guatemala**

WWF works with local sugar mills to promote responsible sugarcane production as a source of value for communities, businesses and ecosystems. Our collaboration with AZUNOSA in Honduras and Ingenio Magdalena in Guatemala has supported their BONSUCRO certification. Both sugar mills were certified in FY16 and maintained certification in FY17. In Honduras, efforts towards BONSUCRO certification are progressing with an additional sugar mill. The audit and workplan have been completed and better management practices for field operations are being implemented.

### **Honduras palm oil operations working together**

A shared understanding on the value of improving management for sustainability brought together the industrial sized operations with the small holder cooperative arrangements that make up Honduras palm oil sector. An example of collaboration across size and governance arrangements has resulted in the commercial scale transformation of palm oil operations in Honduras. Concerned with its environmental footprint and impact, WWF Guatemala / Mesoamerica approached the sector back in 2004, seeking to address the negative impacts of the operations while improving cost-benefit ratios. The result of the partnership includes the adoption of better management practices (BMPs) that have reduced erosion, greenhouse gas emissions, agrochemical dependency and waste in 85% of Honduran palm oil. In 2017, 4 out of 10 palm oil mills in Honduras are certified RSPO and 103 small palm oil producers were visited and on-site training related to BMPs was carried out. Three smallholders were engaged to participate in pilot farm efforts aiming to measure soil erosion. By the end of FY18, 18 small palm producers should begin implementing BMPs.

**OUR COOPERATION  
WITH PARTNERS  
IS BASED ON  
A COMMON UNDERSTANDING  
OF ISSUES, SHARED  
AMBITIONS OR ACTIVITIES,  
AND A WILLINGNESS TO  
SPEAK OUT IN PUBLIC.**

## THE WWF NETWORK\*

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### **WWF Offices**

Armenia	Hong Kong	Suriname
Australia	Hungary	Sweden
Austria	India	Switzerland
Azerbaijan	Indonesia	Tanzania
Belgium	Italy	Thailand
Belize	Japan	Tunisia
Bhutan	Kenya	Turkey
Bolivia	Korea	Uganda
Brazil	Laos	United Arab Emirates
Bulgaria	Madagascar	United Kingdom
Cambodia	Malaysia	United States of America
Cameroon	Mexico	Vietnam
Canada	Mongolia	Zambia
Central African Republic	Mozambique	Zimbabwe
Chile	Myanmar	
China	Namibia	<b>WWF Associates</b>
Colombia	Nepal	Fundación Vida Silvestre (Argentina)
Croatia	Netherlands	Pasaules Dabas Fonds (Latvia)
D.R. of Congo	New Zealand	Nigerian Conservation Foundation (Nigeria)
Denmark	Norway	
Ecuador	Pakistan	
Finland	Panama	
Fiji	Papua New Guinea	*As at March 2016
France	Paraguay	
French Guyana	Peru	
Gabon	Philippines	
Georgia	Poland	
Germany	Romania	
Greece	Russia	
Guatemala	Singapore	
Guyana	Solomon Islands	
Honduras	South Africa	
	Spain	

# 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.

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