



# CORPORATE PARTNERSHIPS REPORT

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OVERVIEW OF WWF-MEX CORPORATE PARTNERSHIPS  
FISCAL YEAR 2018

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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

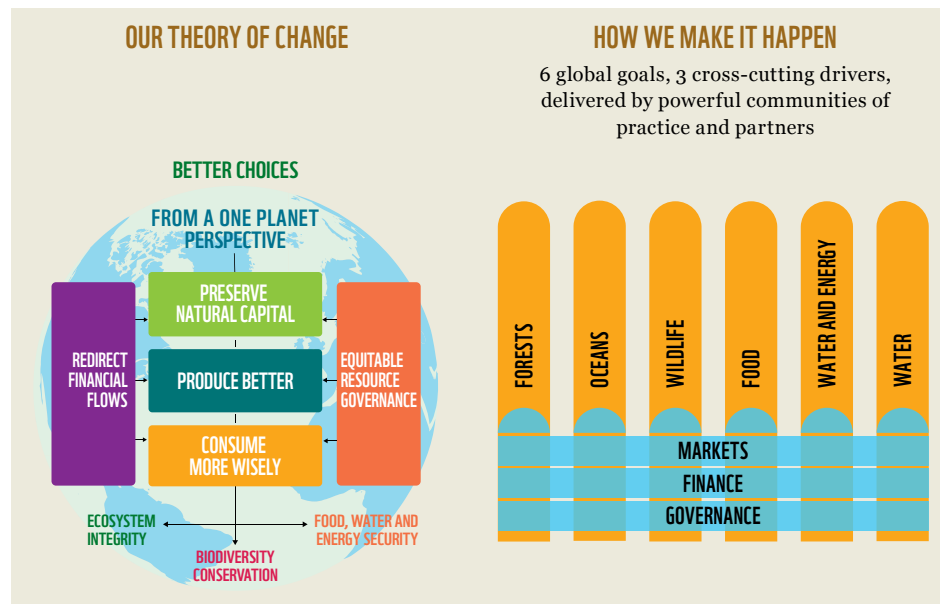
WWF has embarked on a journey of deep internal transformation that will make us stronger and more effective as we tackle the challenges and capitalize on the opportunities that lie ahead.

The time to act is now. We are putting 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 – on wildlife, forests, oceans, fresh water, 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 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 [2017 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. 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 behaviour 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;
- encouraging a switch 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 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-Mexico](#) has with individual companies.

Most of WWF’s engagement with business is focused on these key themes:

- Food, forest and ocean commodities,
- Climate & energy, 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. Specifically, WWF focuses on the largest companies that buy and produce agricultural commodities, such as palm oil or cotton, that drive deforestation or unsustainable water use; on fish, both wild caught, such as whitefish and tuna, and farmed such as salmon and shrimp; and on forest products such as timber and paper. Our engagement with forestry companies includes participatory programmes such as the [Global Forest & Trade Network \(GFTN\)](#) and the [New Generations Plantations \(NGP\)](#) platform.

On climate change and energy management, WWF engages the corporate sector with the aim of catalysing the transition towards a low carbon future and supporting the implementation of the Paris Agreement. Working in partnership with leading companies through the [Climate Savers programme](#) and in multi-stakeholder strategic coalitions such as [We Mean Business](#) and the [Science Based Targets Initiative](#), WWF leads the implementation of a corporate climate leadership agenda, including the adoption of science-based emission reduction targets, the transition towards an economy 100% powered by renewable energy, and the responsible and transparent engagement of companies in climate and energy policy.

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.

### **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-Mexico negotiated with individual companies and is therefore responsible of their respective contractual agreements. In financial year 2018, the total income from business represented around 40.9% of the total WWF-Mexico income.

# INFORMATION ON WWF - MEXICO CORPORATE PARTNERSHIP

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The following list of companies is an overview of all the corporate partnerships that WWF- Mexico has with an annual budget of greater than EUR 25,000. Details of each partnership can be found below:

Fundación Yves Rocher

SC Johnson and Son

Telcel

The Coca-Cola Company



## Fundación Yves Rocher

The Yves Rocher's Foundation committed before the United Nations Environmental Program, (PNUMA) to reforest key areas around the globe by planting up to 50 million trees. In Mexico the Foundation partnered with WWF to plant as many trees as possible. Since 2009 until 2018 we have planted more than 4.15 million trees in 3,753 hectares pertaining to the Monarch Butterfly Biosphere reserve in Michoacan and the State of Mexico. This reserve protects 56,259 ha of temperate climate coniferous forests. Our conservation efforts in the region ensure that the overwintering habitat for the butterflies remains intact, protects water sources of 4.1 million people, and benefits local communities.

CORPORATE ID CARD

Industry  
Cosmetics and personal care products

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

Conservation focus of partnership  
**Climate change and fresh water**  
**Forest**  
**Biodiversity**

FY 2017 budget range  
\$25-100K

## SC Johnson and Son

In 2010, S.C. Johnson Mexico and WWF-Mexico partnered to restore the disturbed forest of the Monarch Butterfly Biosphere Reserve. To this end, we have supported the planting of 400,000 trees in communitarian nurseries through partner NGOs, with which 400 hectares of the reserve are being restored.

CORPORATE ID CARD

Industry  
Cleaning and home products

Type of partnership  
**Sustainable business practices**

Conservation focus of partnership  
**Forest**  
**Species**  
**Climate change and fresh water**

FY 2017 budget range  
\$25-100K

## TELCEL

Since 2003, Telcel and WWF-Mexico have been working together to preserve the country's natural resources and promote the welfare of communities that rely on them. The partnership has developed and implemented conservation strategies for threatened and endangered species and their habitats. Also, it has established a pioneering conservation pattern in Mexico that involves the participation of businesses, civil society, government, local communities and scientists. The programs are communicated via massmedia to the vast population as well as through educational activities that include landing pages, publications, short-films, festivals, press trips, posters and conferences in schools throughout the country.

The partnership consists of three main programs:

**Monarch Butterfly:** a) Support of tree nurseries to restore disturbed forests of the Monarch Butterfly Reserve; b) establishment of alternative income-generating ventures for local communities, including mushroom production and sustainable tourism.

**Sea of Cortez:** Scientific research on 15 different species including whales, sharks and sea turtles by using innovative technology to identify mechanisms that can improve management and conservation practices.

**Jaguar:** Support for the National Jaguar Census that estimated a population status of more than 4,000 jaguars in five regions of Mexico. This study has been a key contribution to the national jaguar conservation strategy.

## The Coca-Cola Company

The Coca-Cola Company and WWF-Mexico actively collaborate in a project to help minimize and manage the impacts of water shortages for people and nature in the Sierra Tarahumara region, located in the upper portion of the Rio Conchos basin in the state of Chihuahua, Mexico. The Rio Conchos is the largest tributary of Rio Grande-Rio Bravo in the United States.

WWF's partnership with The Coca-Cola Company in the Rio Grande-Rio Bravo began in 2007 and the impact of that work continues to grow and magnify. This project is helping reduce the vulnerability of indigenous population in drought-affected communities in the Sierra Tarahumara region. The overarching goal of the grant is to: Enhance the ability of the key constituents to minimize and mitigate for the impacts of water shortages and help create the knowledge necessary for adapting to a changing climate.

Up to date we have tested 24 models for rainwater collection, which also include training in agriculture and support to install home gardens to tackle food shortage. More than 400 families from 20 different communities are being benefited, 14 collective water distribution systems were installed and we are currently protecting at least 200 hectares (ha) of forest through community involvement.

CORPORATE ID CARD

**Industry**

**Wireless communications**

**Type of partnership**

**Communication and awareness raising  
Philanthropic partnership**

**Conservation focus of partnership**

**Forest  
Species  
Marine  
Biodiversity**

**FY 2017 budget range**

**\$1,000,000-3,000,000**

CORPORATE ID CARD

**Industry**

**Food and drinks**

**Type of partnership**

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

**Conservation focus of partnership**

**Climate change and fresh water  
Biodiversity**

**FY 2017 budget range**

**\$25-100K**



## ANNEX: WWF INSTRUMENTS FOR ENGAGING COMPANIES IN CONSERVATION EFFORTS

**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

Australia	Hong Kong	Spain
Austria	Hungary	Suriname
Azerbaijan	India	Sweden
Belgium	Indonesia	Switzerland
Belize	Italy	Tanzania
Bhutan	Japan	Thailand
Bolivia	Kenya	Tunisia
Brazil	Korea	Turkey
Bulgaria	Laos Madagascar	Uganda
Cambodia	Malaysia	United Arab Emirates
Cameroon	Mexico	United Kingdom United
Canada	Mongolia	States of America
Central African Republic	Mozambique	Vietnam
Chile	Myanmar Namibia	Zambia
China	Nepal Netherlands	Zimbabwe
Colombia	New Zealand	
Croatia	Norway	<b>WWF Associates*</b>
Democratic Republic of Congo	Pakistan Panama	Fundación Vida Silvestre (Argentina)
Denmark	Papua New Guinea	Pasaules Dabas Fonds (Latvia)
Ecuador	Paraguay	Nigerian Conservation Foundation (Nigeria)
Fiji	Peru	
Finland	Philippines Poland	
France	Romania	
French Guyana	Russia Singapore	*As of August 2017
Gabon	Solomon Islands	
Georgia	South Africa	
Germany		
Greece		
Guatemala		
Guyana		
Honduras		

# WWF in numbers

**+100**

WWF is in over 100 countries

**1961**

WWF was founded in 1961



**12**

WWF Mexico is among the 12 most biodiverse countries in the world

**+5M**

WWF has over 5 million supporters worldwide



**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.mx](http://www.wwf.org.mx)