



CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-Guatemala/Mesoamerica 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.

Published in May 2019 by WWF – World Wide Fund for Nature – Guatemala/Mesoamerica (Formerly World Wildlife Fund), Guatemala, Guatemala. Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner.

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TAKING BOLD COLLECTIVE ACTION

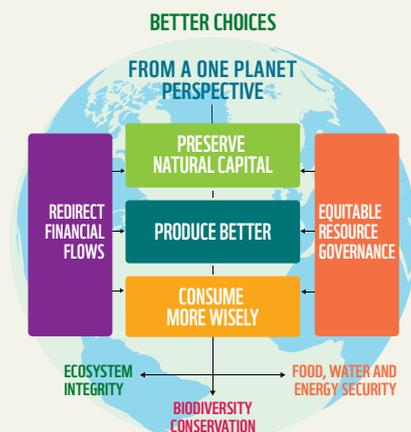
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – on wildlife, forests, oceans, 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 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 2018 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 Guatemala / Mesoamerica 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;
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 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 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 private sector relationships, 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. 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 The Coca-Cola Company.

In FY 18, income from nationally managed corporate partners was 7.72% 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.

INFORMATION ON WWF GUATEMALA MESOAMERICA CORPORATE PARTNERSHIPS

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

Company name: Bottling Improvement Group (ABASA & Los Volcanes)
 Industry: Beverages
 Type of partnership: Philanthropy - Sponsorship
 Conservation focus: Freshwater
 Budget range (EUR): 25,000 – 100,000

Company name: Fundación Cervecería Hondureña S.A.
 Industry: Beverages
 Type of partnership: Philanthropy - Sponsorship
 Conservation focus: Freshwater
 Budget range (EUR): 25,000-100,000

The following list represents the FY 18 active corporate partnerships whose collaboration with WWF Guatemala/Mesoamerica is geared towards improving sustainable business practices. WWF does not receive income from these companies.

- Azucarera del Norte, S. A. (AZUNOSA)-Honduras
- Belize Shrimp Growers Association-Belize
- Ingenio Magdalena-Guatemala
- Jaremar (PALSA/AGROTOR)-Honduras

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 18, the Alliance supported forest 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 400 hectares of the watershed directly and indirectly 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.

CORPORATE ID CARD

Industry
Beverages

Type of partnership
Sustainable business practices
Communication and awareness raising

Conservation focus of partnership
Freshwater

SUGAR INDUSTRY IN HONDURAS AND GUATEMALA

WWF works 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 FY 16. 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.

CORPORATE ID CARD

Industry
Sugar

Type of partnership
Sustainable business practices

Conservation focus of partnership
Food (sugar)
Freshwater

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 oil palm sector. An example of collaboration across size and governance arrangements has resulted in the commercial scale transformation of oil palm 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 oil palm.

CORPORATE ID CARD

Industry
Palm oil

Type of partnership
Sustainable business practices

Conservation focus of partnership
Food (palm oil)

THE WWF NETWORK*

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	WWF Associates*
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	

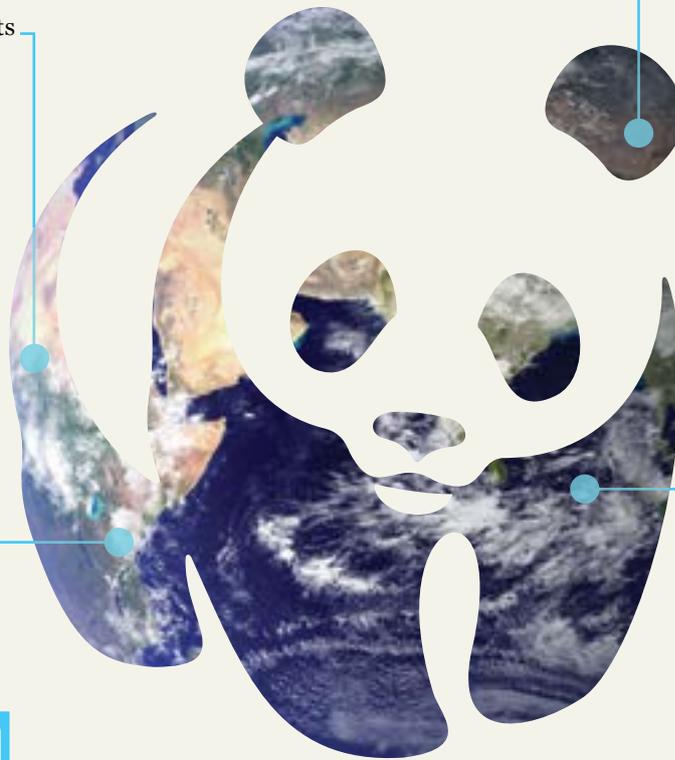
WWF in numbers

+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+



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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