

CORPORATE PARTNERSHIPS REPORT

FY 2022 ANP|WWF-MAY, 2023

WWF is one of the world's largest and most experienced independent conservation organisations, 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.

Associação Natureza Portugal (ANP) is a non-profit Portuguese NGO dedicated to the conservation of nature and the protection of the planet, in line with WWF's mission and international strategy. In January 2018, WWF started to be represented in Portugal by ANP (Associação Natureza Portugal), continuing the work developed so far as WWF Mediterranean.

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

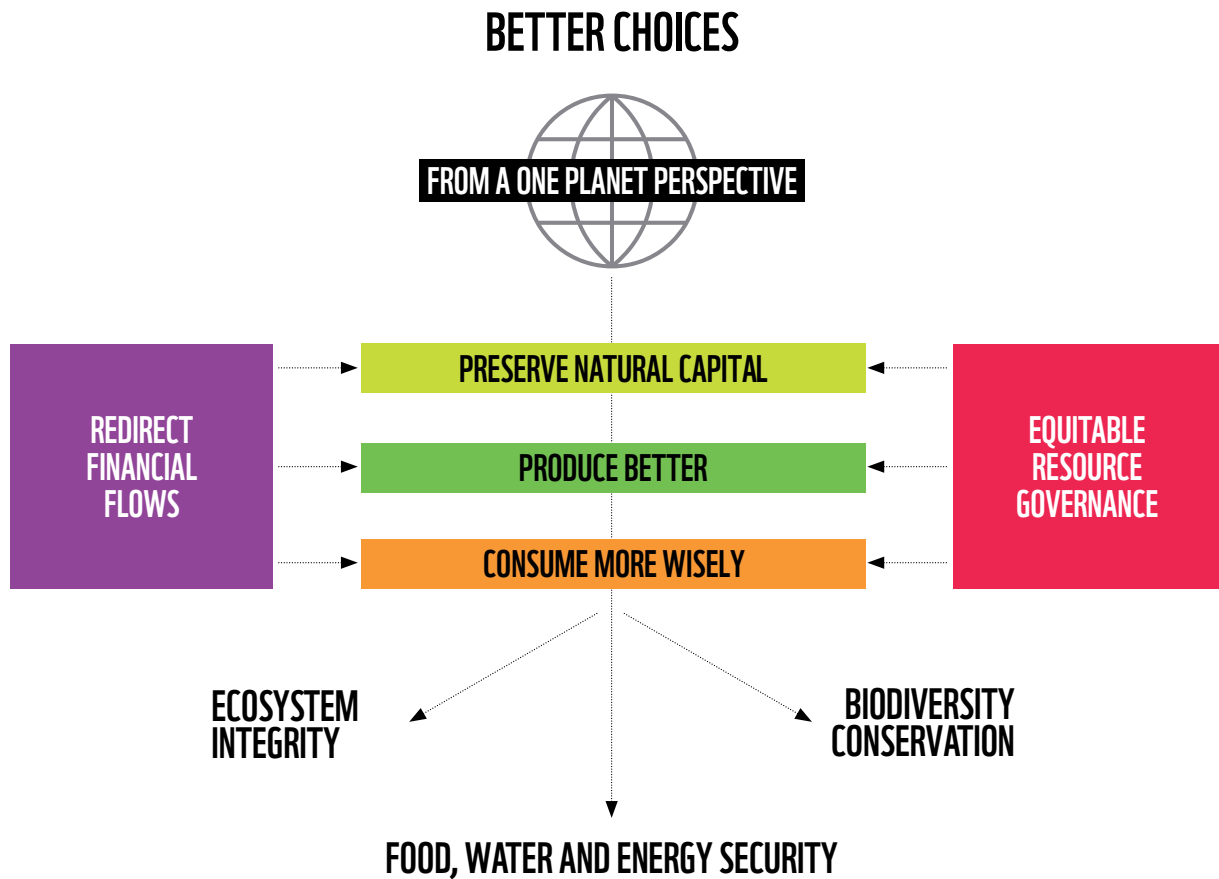
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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 affect 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.

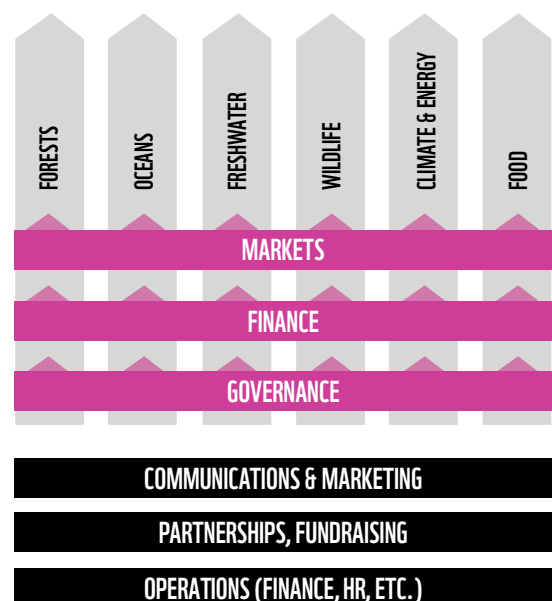
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

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, overfishing, 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 Campaign](#), [Coalition to end wildlife trafficking online](#)), as well as work in partnership with individual companies.

This report presents an overview of the partnerships that ANP|WWF established with individual companies in 2022 and ongoing partnerships from previous years.

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

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 mobilising 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 ANP|WWF has with individual companies. Funds obtained through corporate partnerships are typically used by ANP|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 ANP|WWF conservation projects.

The ANP|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 24% of this office's total income.

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

COCA-COLA
FOUNDATION

Industry	Beverages
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Forests Freshwater
Budget Range (in EUR)	250,000-500,000
URL link to partnership webpage	https://www.natureza-portugal.org/conteudos/noticias/?uNewsID=9462466

Brief description of partnership

After the first edition of the project (2019-2022), “Plantar Água” 2023 will continue the ecological restoration of the burned areas of the Algarve hills. In this year’s edition, the project will include an aspect of promotion of local entrepreneurship.

ANP|WWF launches a new phase of the project “Plantar Água”, a project for the ecological restoration of the Serra do Caldeirão. “Plantar Água” 2023, which once again has the support of the Coca-Cola Foundation, intervenes in a total of 120 ha of the Serra do Caldeirão and also includes actions to promote local entrepreneurship and environmental education.

The objective of “Plantar Água” 2023 is to maintain the 100 hectares that have already been involved in the previous edition of the project, as well as to add another 20 ha for ecological restoration. In parallel to the restoration work, fauna observation structures and rabbit shelters will also be installed. As an innovation for this year, the project presents an entrepreneurial training and local business incubation component, as well as a set of environmental education activities for students.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY21

COMISSÃO
VITIVINÍCOLA REGIONAL
ALENTEJANA

Industry	Food
Type of Partnership	Transformational partnership
Conservation Focus of Partnership	Food
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	

Brief description of partnership

It was in the context of ANP|WWF’s conservation work (particularly in the area of food), that the organization and the Comissão Vitivinícola Regional Alentejana (CVRA) began efforts to work together on a project to contribute to the increased ambition of the environmental criteria of the Programa de Sustentabilidade dos Vinhos do Alentejo (PSVA), as well as to increase knowledge about the region’s biodiversity.

The Alentejo Wine Sustainability Program (PSVA) presents demanding criteria that allow vineyard and wine producers to progressively improve their performance, in a voluntary and guided way, in several sustainability parameters, with a strong focus on environmental criteria to be observed in grape and wine production.

A preliminary analysis of this Program by ANP|WWF allowed, however, the identification of some environmental parameters related to the production of vines with potential for improvement, which, through collaborative work between the CVRA and the ANP|WWF, may be analyzed in greater detail, and worked on in order to contribute to improving the overall environmental performance of all farms integrated in the PSVA. One of the essential steps to be taken into account in the improvement proposal will be to assess the feasibility of the new criteria to be proposed (including technical and economic feasibility).

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

SUPER BOCK GROUP

Industry	Beverages
Type of Partnership	Transformational partnership
Conservation Focus of Partnership	Forests Freshwater
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	

Brief description of partnership

Super Bock Group and ANP|WWF joined forces in an ecological restoration project in Pedras Salgadas. This project is based on an agroforestry logic to recover soils, increase water retention capacity, and enhance carbon sequestration to between 25 and 69 tons of CO2/year. The project was officially opened on the Day of the Autochthonous Forest, on November 23, 2021, with an environmental education action with young people from the region.

In parallel, ANP|WWF supports Super Bock Group in a data-driven process to evaluate their value chain and water risk priorities, contributing to a sustainable business strategy and establishing goals and targets.

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

SUPER BOCK GROUP

Industry	Beverages
Type of Partnership	Transformational partnership
Conservation Focus of Partnership	Forests Freshwater
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	

Brief description of partnership

- Water risk assessment for SBB's Leça do Balio Production Centre
- This partnership aims to meet Super Bock Group's Sustainability priorities, contributing to optimise the use of water in the production process and ensuring the sustainability of the water resources used.

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

RECKITT BENCKISER (FINISH)

Industry	Products
Type of Partnership	Transformational partnership
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	

Brief description of partnership

The scope of the partnership with Finish is based on the Water Stewardship model that is intended to be implemented in Tejo river basin, particularly in Lezíria do Tejo region, for the sustainable management of water resources, with the objective of creating a commitment between the main stakeholders to:

- increase knowledge regarding the risks of exploiting regional water resources and the respective vulnerability of the various actors in the territory;
- find joint solutions to mitigate risks and transforming them into socio-economic and environmental benefits;
- propose mechanisms for implementing these solutions with the involvement of the main stakeholders.
- engage the local community through environmental education actions involving youngsters, awareness raising and capacity building so that they can actively intervene in political decisions and get involved in participatory processes.

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

BEL

Industry	Dairy products
Type of Partnership	Transformational partnership
Conservation Focus of Partnership	Forests
Budget Range (in EUR)	250,000-500,000
URL link to partnership webpage	

Brief description of partnership

In recent decades, the Alto Tâmega and Barroso region has witnessed a decline of key species for the forest economy and for the occupation of the territory - namely the maritime pine, and also an absence of initiatives or effective national policies to promote hardwood species more adapted to climate change in the region. Rural fires have been a major problem for decades, particularly in the municipality of Boticas (about 50% occupied by production forests). In the last major event, in September 2016, the municipality of Boticas was hit by a large fire which consumed an area of forest, bushes and some agricultural area, in a total surface area of 1,791.13 hectares, almost 6% of the total area.

In this sense, ANP|WWF, considers that there is a need, and opportunity, for the promotion of a project that promotes the restoration and conservation of these areas of high ecological value.

The partnership focuses on three specific areas in the Barroso area: UB de Torneiros; UB da Granja and UB de Vilar e Viveiro. Total intervention in 59.83 ha of landscape restoration area.

Through WWF France, ANP|WWF developed a partnership with Bel.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR25,000 OR LESS IN FY21

The following list represents all corporate partnerships that this WWF office has with an annual budget of EUR 25,000 or less (including pro bono or in-kind contributions) in FY22.

- 1. KCS iT**
- 2. Futah**
- 3. The Leaf Boutique Hotel**
- 4. El Corte Inglés**
- 5. Jerónimo Martins**
- 6. Reckitt Benckiser (Airwick)**
- 7. DPD**
- 8. Casa do Roxo**
- 9. Calzedonia**
- 10. Lidl**
- 11. Carlsberg**
- 12. Herdade da Cortesia**
- 13. Pegada Verde**

For further information on corporate engagement at ANP|WWF, please contact:

Catarina Barata, Corporate Relations Coordinator, cbarata@natureza-portugal.org



**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.**

Copyright Credit © Brent Stirton / Getty Images / WWF-UK



Working to sustain the natural
world for the benefit of people
and wildlife.

together possible™ panda.org

© 2019
Paper 100% recycled

© 1986 Panda symbol WWF – World Wide Fund for Nature (Formerly World Wildlife Fund)
® “WWF” is a WWF Registered Trademark. WWF, Avenue du Mont-Bland,
1196 Gland, Switzerland. Tel. +41 22 364 9111. Fax. +41 22 364 0332.

For contact details and further information, please visit our international
website at www.panda.org