CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-Caucasus CORPORATE PARTNERSHIPS
FISCAL YEAR 2014
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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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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. 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.

**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;
- 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, 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-CauPO 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 Initiative 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, the activities of our Global Climate and Energy Initiative with business focus on adopting reduction targets for emissions, encouraging a switch to 100 per cent renewable energy and on best practices in corporate climate leadership. Our overall objective is to facilitate a transition to a low carbon future in line with a below 1.5°C decarbonisation pathway.

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 orang-utan.
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.

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-CauPO 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.

WWF-CauPO 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 2013, the total income from business represented 13% of the total WWF network income.

The following list represents all corporate partnerships that WWF-Armenia has with an annual budget of ≤ 25K EUR

**Orange Armenia**

**Best Western Congress Hotel**

**Prometey Bank**

The following list represents all corporate partnerships that WWF-Azerbaijan has with an annual budget of ≤ 25K EUR

**Rookie Agency**

There is no ongoing corporate partnerships with WWF-CauPO
THE WWF NETWORK*

WWF Offices

Armenia                Guyana                Senegal
Azerbaijan             Honduras               Singapore
Australia              Hong Kong              Solomon Islands
Austria                Hungary                South Africa
Belgium                India                  Spain
Belize                 Indonesia              Suriname
Bhutan                 Italy                  Sweden
Bolivia                Japan                  Switzerland
Brazil                 Kenya                  Tanzania
Bulgaria               Laos                   Thailand
Cambodia               Madagascar            Tunisia
Cameroon               Malaysia               Turkey
Canada                 Mauritania             Uganda
Central African Republic Mexico               United Arab Emirates
Chile                  Mongolia               United Kingdom
China                  Mozambique            United States of America
Colombia               Myanmar               Vietnam
Cuba                   Nepal                  Zambia
D.R. of Congo           Netherlands           Zimbabwe
Denmark                New Zealand            WWF Associates
Ecuador                Norway                Fundación Vida Silvestre (Argentina)
Finland                Pakistan               Pasaules Dabas Fonds (Latvia)
Fiji                   Panama                Nigerian Conservation
France                 Papua New Guinea    Foundation (Nigeria)
French Guyana           Paraguay              *As at June 2014
Gabon                   Peru                  Filipinies
Gambia                  Philippines            Poland
Georgia                 Republic of Korea     Romania
Germany                 Russia
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

+5,000
WWF has over 5,000 staff 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.

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