



ANP em associação com WWF

Corporate Partnerships Report

**Overview of ANP | WWF Corporate Partnerships
Fiscal Year 2020 (January – December)**

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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.

The 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. The work of the ANP in association with WWF is based on three fundamental pillars: forests conservation and biodiversity; marine conservation; and markets.

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1. Introduction

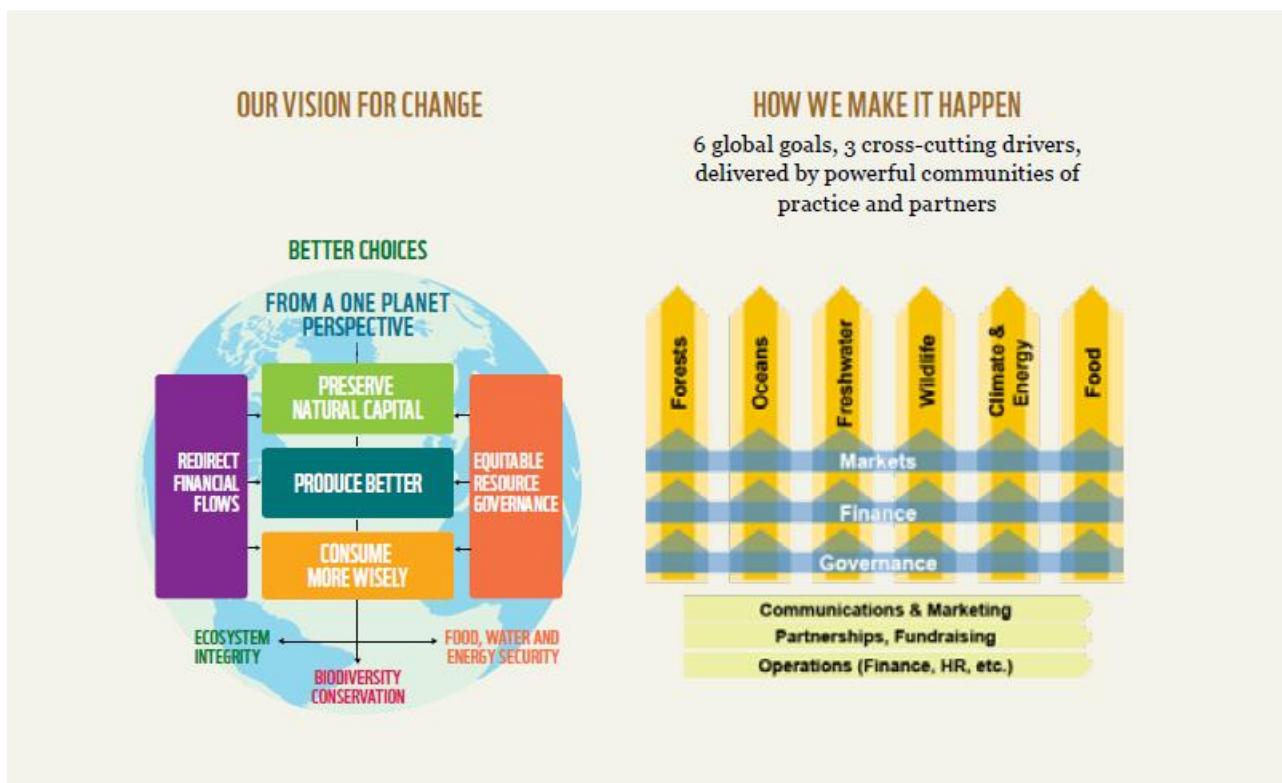
TAKING BOLD COLLECTIVE ACTION

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 – 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 effect 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.



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 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.

By working with the corporate sector, WWF aims to change behaviour and drive conservation results that would not be possible otherwise.

More specifically, our work with the corporate 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](#), 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 \(FSC\)](#), [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 this WWF office 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

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 mobilizing 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 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.

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 WWF-XX 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.

This 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 FY20, income from corporate partnerships represented 19% of this WWF office's total income.

2. Partnership descriptions

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EURO 25,000 IN FY20

Company Name	COCA-COLA FOUNDATION
Industry	Beverages
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Forests Freshwater
Budget Range (in Euro)	25,000-100,000
URL link to partnership webpage	https://www.natureza-portugal.org/o_que_fazemos_222/agua_/plantar_agua/
<p>BRIEF DESCRIPTION OF PARTNERSHIP</p> <p><i>"Plantar Água" is a project by ANP WWF, in partnership with The Coca-Cola Foundation, which aims at the ecological restoration of burnt areas in the Serra do Caldeirão.</i></p> <p><i>It runs from 2019-2022 and works on 100 hectares of 6 plots affected by the great forest fire in Catraia (Barranco da Corte / Ribeira da Foupana site, Cachopo parish, in the municipality of Tavira).</i></p> <p><i>With the installation of + 50,000 Mediterranean trees and shrubs, the aim is to reverse the degradation of the landscape and ecosystems affected by the fire and to recover its important functions and services, which are fundamental for the environmental balance and well-being of the communities.</i></p> <p><i>One of the important estimated benefits is the recovery of more and better water for all uses and thousands of users. It is estimated with the mature forest in 2050 that there will be a recovery of 200-250 million litres of water / Year, a gain of about 20% in the amount of water that will supply the underground aquifers.</i></p> <p><i>The restoration work will involve:</i></p> <ul style="list-style-type: none"> • <i>Removing invasive species</i> • <i>Installation of 50 thousand trees and shrubs</i> • <i>Recovery of riparian galleries</i> • <i>Monitoring of water, soil and biodiversity</i> 	

Company Name	OCEANO AZUL FOUNDATION
Industry	Tourism
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Oceans
Budget Range (in Euro)	25,000-100,000
<i>BRIEF DESCRIPTION OF PARTNERSHIP</i>	
<p>Both institutions believe that the future of humanity passes through the protection, management and careful exploration of the planet's natural capital, namely the sustainable management of fishing resources, while safeguarding the social and economic well-being of those who depend on the ocean, in particular fishing.</p> <p>In this context, there is a mutual interest in developing initiatives around the recognition, protection and sustainable promotion of the value of the natural capital of the sea.</p> <p>This Program contributes to the implementation and compliance with international policies in the ocean and fisheries sectors, the promotion of innovative co-management processes in fisheries, the implementation of marine protected areas, support for initiatives conservation of flag species, such as seahorses and species targeting illegal or accessory fishing, such as sharks and rays.</p>	

The following list represents all corporate partnerships that ANP | WWF has in Portugal with an annual budget of ≤25K EUR

Casa do Roxo
 Essity
 Futah
 Herdade da Cortesia
 InterContinental Lisbon
 Janod
 The Leaf Boutique Hotel
 El Corte Inglés
 Jerónimo Martins
 H&M
 Kool Nature
 LU.CA
 Panini
 Reckitt Benckiser
 Revolut
 Velux

In kind partnerships

Cofina

FCB Lisboa

GfK Metris

NOSSA

Starcom

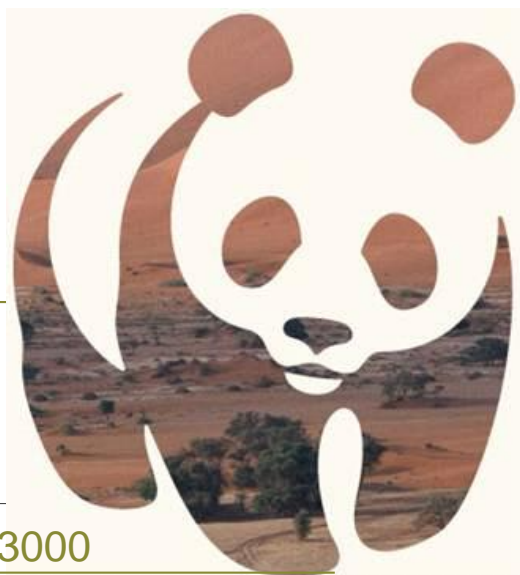
ANP|WWF in Portugal

+59 000
Facebook Fans

+1500
Followers on
Twitter

Natureza-portugal.org
Webpage in PT

+13000
Followers on Instagram



+4000
Newsletter subscribers

+300
Corporate and
Institutional contacts

Photo:© Michel Roggo / WWFCanon