



CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-MALAYSIA CORPORATE PARTNERSHIPS
FISCAL YEAR 2014

For further information on specific partnerships, please contact
Corporate Relations Team (corporaterelations@wwf.org.my)

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.

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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. 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 organisation 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 organisations 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 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), and Roundtable on Sustainable Palm Oil (RSPO). 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 and Virunga, as well as work in partnership with individual companies.

This report focuses on the partnerships between WWF-Malaysia and individual companies.

Most of the WWF Network’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-Malaysia engages with businesses to fund the conservation of priority places and species and to raise awareness on key environmental issues to mobilize consumer and employee action. To go beyond philanthropy-driven engagement, WWF-Malaysia has recently set up its Market Transformation Initiative (MTI) to engage with private sector companies in innovative and challenging transformational partnerships to help them change the way they do business, to reduce their environmental footprint, and to encourage change and sustainable solutions.

The broad thematic scope of Malaysia’s MTI Programme is production and consumption of major commodities in Malaysia namely palm oil, forest products (timber, pulp and paper), and seafood. The geographical scope extends to the whole of Peninsular Malaysia, Sabah and Sarawak. Through the MTI programme, WWF-Malaysia is building the expertise to guide companies to adopt more environmentally-friendly and responsible business practices to promote and ensure that supply chains of these commodities are sustainable which can help increase competitive advantage and open new markets.

To reach these goals, bridging the divide between philanthropy and corporate transformation is key, and starts with constructive and solutions-oriented behaviour guided by principles of transparency, measurable results and the mutual right to disagree.

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.

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.

Communications and awareness raising

The second way that WWF partners with business 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 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 Heart of Borneo 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-Malaysia has with individual companies. Funds obtained through corporate partnerships are typically used by WWF to:

- Directly support WWF conservation projects.
- Raise public awareness of key conservation challenges;

WWF-Malaysia is responsible for the (contractual) agreement(s) with the companies concerned.

In 2014, the total income from business represented 3.6 per cent of the total WWF-Malaysia income.

INFORMATION ON WWF-MALAYSIA CORPORATE PARTNERSHIPS

The following list of companies is an overview of all the corporate partnerships that WWF-Malaysia has with an annual budget of greater than RM 90,000. Details of each partnership can be found below:

AEON Co. (M) Bhd	Nestlé Products Sdn Bhd
BOH Plantations Sdn Bhd	S.C. Johnson & Son (M) Sdn Bhd
HSBC Bank Malaysia Berhad	Senheng Electric (KL) Sdn Bhd
IKEA Malaysia	The Coca-Cola Company

AEON CO. (M) BHD

Restoring Forests in North Ulu Segama, Sabah

AEON Malaysia, a leading retailer in Malaysia is helping to reforest up to 80 hectares of degraded forests in North Ulu Segama (NUS) Forest Reserve located in the Ulu Segama and Malua (USM) Forest Reserves. It is situated in the Segama-Kinabatangan landscape within Sabah, in the Heart of Borneo (HoB).

AEON has invested RM 500,000 over the five-year project period from 2011 to 2015. This funding has enabled approximately 12,000 native tree species to be planted in the area including food for one of the key priority species, namely the orang-utan. With the agreement between AEON and WWF-Malaysia, it is with anticipation that upon the completion of the project, there will be a healthy forest canopy within the sponsored 80 ha for Orang-utans to roam freely and build nests with abundant food.

This project is part of AEON’s corporate social responsibility initiative, “Planting seeds of Growth” recognising the importance of conserving trees for our ecosystem.

CORPORATE ID CARD

Industry
Retail

Type of partnership
Philanthropic

Conservation focus of partnership
Forest

FY2014 budget range (RM)
100,000

For more information, click [HERE](#)

BOH PLANTATIONS SDN BHD **Supporting the Eco-Schools Programme**

Boh Plantations, a leading tea producer in Malaysia is supporting WWF-Malaysia’s Eco-Schools Programme in reintroducing the programme to schools in Sarawak and being the main sponsor of the Third International Eco-Schools Conference in 2014.

A “Love Our Rivers” competition was organised amongst primary and secondary students in Sarawak, and the competition, held in collaboration with the Natural Environment and Resource Board, aimed to encourage students to present their perception on the health of rivers in Sarawak through drawing, storyboarding or photography.

Eco-Schools is an international initiative designed to guide schools in implementing a whole-school approach towards environmental and sustainability education. The programme emphasises empowering students for environmental stewardship behaviour through a student-led whole-school participatory approach with action oriented real-life learning and leadership capacity development based on its programme using the seven-step methodology. Boh Plantations has been a supporter of WWF-Malaysia’s Eco-Schools Programme since 2012.

HSBC BANK MALAYSIA BERHAD **Building resilience of freshwater resources**

HSBC has invested in WWF’s freshwater conservation work for over a decade globally to help protect priority freshwater places such as the Yangtze, Ganges, Mekong, Pantanal and Mara. The goal is to secure healthy-flowing rivers that support thriving ecosystems, as well as local businesses and communities.

At the local level, HSBC Bank Malaysia has long been a partner and supporter of WWF-Malaysia’s environmental conservation efforts. In 2010, HSBC Malaysia partnered with WWF-Malaysia for the WWF “Building Resilience of Freshwater Resources” project, in the Tambunan District, Sabah for three years. This project focused on safeguarding the resilience of important headwater catchments to deliver freshwater resources and other ecosystem values for socioeconomic enhancement of local communities and biodiversity conservation.

CORPORATE ID CARD

Industry
Tea Plantation

Type of partnership
Philanthropic

Conservation focus of partnership
Environmental Education

FY2014 budget range (RM)
100,000

For more information, click [HERE](#)

CORPORATE ID CARD

Industry
Banking and finance

Type of partnership
Philanthropic

Conservation focus of partnership
Freshwater

FY2014 budget range (RM)
More than 100,000

For more information, click [HERE](#)

IKEA MALAYSIA

Working with IKEA on waste management initiatives in Eco- Schools, Malaysia

IKEA Malaysia and WWF-Malaysia are working together to inspire environmental activism among local school children and fund new waste management initiatives in Malaysia through Eco-Schools, an international initiative that promotes environmental and sustainability education in more than 60 countries around the world.

WWF-Malaysia became an associate member of Foundation for Environmental Education in 2010 and has been the national operator for the Eco-Schools Programme in Malaysia ever since, with over 80 participating schools so far. The partnership with IKEA aims to reach out to more schools to promote reduction of waste and instil sustainable lifestyle habits in school children.

CORPORATE ID CARD

Industry
Retail
Household goods and textiles

Type of partnership
Philanthropic

Conservation focus of partnership
Environmental Education

FY2014 budget range (RM)
99,950

For more information, click [HERE](#)

NESTLÉ PRODUCTS SDN BHD

Engaging with communities in the Setiu Wetlands, Terengganu

Nestlé has partnered with WWF-Malaysia since 2007 to help improve the livelihood of local communities through a sustainable development programme that empowers local women while engaging them in environmental conservation in Kampung Mangkok, Setiu, a coastal village in Terengganu.

Some of the key successes from the first and second phase of the partnership from 2007 to 2013 was the establishment of Persatuan Wanita Kampung Mangkok Setiu (PEWANIS), or the Women's Society of Mangkok Village, Setiu, a registered organisation, comprising women from Kampung Mangkok, Penarik in Setiu. With the support of Nestlé Malaysia and WWF-Malaysia, the PEWANIS women are now equipped with entrepreneurship skills and knowledge to participate in sustainable development activities such as low-impact community-based nature tourism and cottage industry that will enhance their livelihoods while empowering them to spearhead conservation awareness activities in their role as environmental guardians of the Setiu Wetlands.

CORPORATE ID CARD

Industry
FMCG

Type of partnership
Philanthropic

Conservation focus of partnership
Community Engagement

FY2014 budget range (RM)
110,000

For more information, click [HERE](#)

S.C. JOHNSON & SON (M) SDN BHD

Education & You

S.C. Johnson, one of the world’s leading manufacturers of household cleaning products and products for home storage, air care and pest control has partnered WWF-Malaysia in supporting the “Education & You” project. S.C. Johnson was the main sponsor for the Environmental Education in Malaysia’s Educational Curriculum Showcase and the printing and design of the Environmental Education Kit (EE Kit) as well as other resource materials for teachers and students.

The Environmental Education Model consists of the EE Kit for Bahasa Malaysia, English, Geography and Science for Forms One to Three, learning stations and field trip modules. The EE Kit was developed by WWF-Malaysia in collaboration with the Ministry of Education, mainly the Curriculum Development Division, as well as teachers and university lecturers to ease the infusion of Environmental Education in the classroom, whereas the learning stations and field trips are to enhance experiential learning.

SENHENG ELECTRIC (KL) SDN BHD

Restoring Forests in North Ulu Segama, Sabah

Senheng, a leading consumer electrical and electronics retail chain store in Malaysia is supporting WWF-Malaysia’s reforestation project in North Ulu Segama, Sabah. Located in the Ulu Segama and Malua forest reserves, which is also part of the Segama-Kinabatangan landscape, this area represents a core area for Sabah’s orang-utan population. It is also the home for other important wildlife such as the Borneo elephants and Sunda clouded leopards.

Under the three year partnership, Senheng through the “I Plant A Tree” cause related marketing campaign pledged to plant a tree at North Ulu Segama for every pair of inverter air-conditioner sold at any of their Senheng or senQ outlets. Through this campaign Senheng helped to restore up to 46 hectares of degraded forest in North Ulu Segama. Senheng also ran a competition amongst its customers to raise awareness on the project and winners won a once in a lifetime experience to witness and plant a tree at the project site.

CORPORATE ID CARD

Industry
FMCG

Type of partnership
Philanthropic

Conservation focus of partnership
Environmental Education

FY2014 budget range (RM)
138,000

For more information, click [HERE](#)

CORPORATE ID CARD

Industry
Retail – Consumer Electrical & Electronics

Type of partnership
Philanthropic

Conservation focus of partnership
Forest

FY2014 budget range (RM)
100,000

For more information, click [HERE](#)

THE COCA-COLA COMPANY

**Protect Our Water,
Protect Our Lives**

Since 2007, The Coca-Cola Company and WWF have worked together to conserve freshwater resources around the world and improve the efficiency of Coca-Cola’s operations. The work has led to major conservation gains, including improving the ecological health of seven of the world’s most important freshwater basins, improving the company’s water efficiency by more than 21 percent, working to prevent five million metric tons of CO2 emissions across Coca-Cola’s global manufacturing operations, and promoting more sustainable agricultural practices in its supply chain.

In Malaysia, WWF and Coca-Cola worked together to protect key water catchment areas namely the Ulu Muda Forest in Kedah and Fraser’s Hills in Pahang, as well as the freshwater ecosystem of the Setiu Wetlands in Terengganu. The three-year “Protect Our Water, Protect Our Lives” project began in 2011 and ended in 2013. The collaboration aimed to protect critical water catchment areas and freshwater habitats in Peninsular Malaysia’s forest landscape, increase awareness on ecosystem services as well as promote sustainable financing for the conservation of these areas and engage local communities to educate them on water issues, thus improving water security for the livelihoods of millions of water users.

CORPORATE ID CARD

Industry
Beverages

Type of partnership
Philanthropic

Conservation focus of partnership
**Freshwater
Forests
Environmental Education**

FY2014 budget range (RM)
More than 200,000

For more information, click [**HERE**](#)

The following list represents corporate partnerships that WWF-Malaysia has with an annual budget that ranges from RM 40,000 to RM 90,000:

Basis Bay Info Solutions Sdn Bhd	Nukleus Innerwear Sdn Bhd
DiGi Telecommunications Sdn Bhd	Rice Miller Hotel & Godowns
Federal Auto Holdings Berhad	

Some of the companies mentioned in the above list are partners through different initiatives such as Earth hour, cause related marketing and philanthropy. For more information on these partnerships, click [**HERE**](#).

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	Namibia	Zambia
D.R. of Congo	Nepal	Zimbabwe
Denmark	Netherlands	
Ecuador	New Zealand	WWF Associates
Finland	Norway	Fundación Vida Silvestre
Fiji	Pakistan	(Argentina)
France	Panama	Pasaules Dabas Fonds
French Guyana	Papua New Guinea	(Latvia)
Gabon	Paraguay	Nigerian Conservation
Gambia	Peru	Foundation (Nigeria)
Georgia	Philippines	
Germany	Poland	
Ghana	Republic of Korea	
Greece	Romania	
Guatemala	Russia	

*As at June 2014

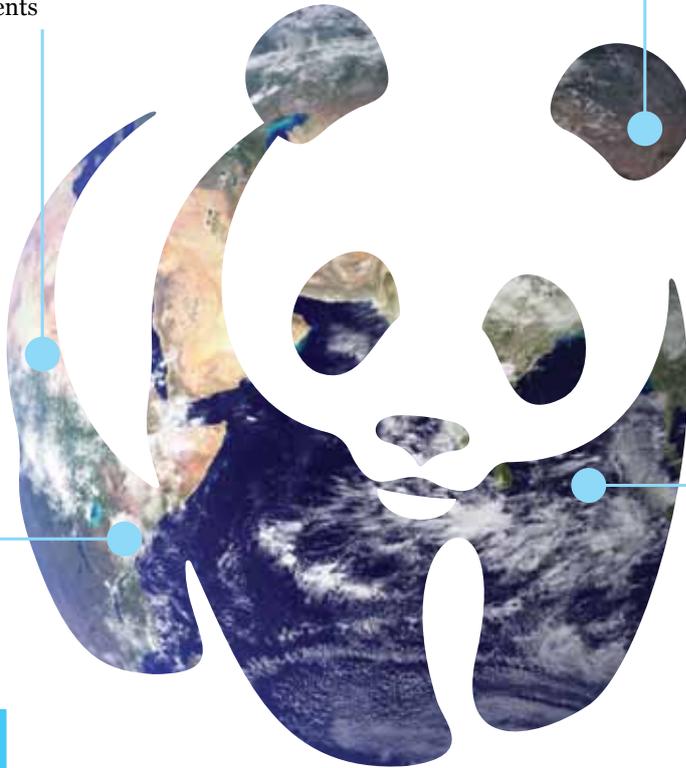
WWF in numbers

+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.

wwf.org.my

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