CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-MALAYSIA CORPORATE PARTNERSHIPS

FISCAL YEAR 2019
For further information on specific partnerships, please contact
Corporate Partnerships Team (corporaterelations@wwf.org.my)

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 October 2019 by WWF-Malaysia – World Wide Fund For Nature (Formerly World Wildlife Fund), Malaysia. Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner.

© Text 2019 WWF-Malaysia
All rights reserved.
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 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 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, 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-Malaysia 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.
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 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 on www.panda.org/business.

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:

- 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-Malaysia 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 FY19, income from corporate partnerships represented 8.8% of WWF-Malaysia’s total income.
PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN RM100,000 IN FY19

<table>
<thead>
<tr>
<th>Company Name</th>
<th>CIMB Islamic Bank Bhd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry</td>
<td>Banking and finance</td>
</tr>
<tr>
<td>Type of Partnership</td>
<td>Philanthropic partnership</td>
</tr>
<tr>
<td>Conservation Focus of Partnership</td>
<td>Freshwater Community</td>
</tr>
<tr>
<td>Budget Range (in RM)</td>
<td>&gt;100,000</td>
</tr>
<tr>
<td>URL link to partnership webpage</td>
<td><a href="http://www.wwf.org.my/Making-rice-production-more-environment-friendly">http://www.wwf.org.my/Making-rice-production-more-environment-friendly</a></td>
</tr>
</tbody>
</table>

CIMB Islamic is the global Islamic banking and finance services franchise of the CIMB Group. Headquartered in Kuala Lumpur, CIMB Islamic offers innovative and comprehensive Shariah-compliant financial solutions in consumer banking, wholesale banking, asset management products and services.

Since January 2017, CIMB Islamic embarked on a partnership with WWF-Malaysia’s to restore riverbanks in Long Semadoh and promote sustainable rice farming by local communities in Ba’Kelalan, Sarawak.

CIMB Islamic also supports the assessment of the biological diversity, development of economic justifications and the raising of awareness of the Ulu Muda forest in Kedah.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>MAYBANK FOUNDATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry</td>
<td>Banking and finance</td>
</tr>
<tr>
<td>Type of Partnership</td>
<td>Philanthropic partnership</td>
</tr>
<tr>
<td>Conservation Focus of Partnership</td>
<td>Wildlife</td>
</tr>
<tr>
<td>Budget Range (in RM)</td>
<td>&gt;100,000</td>
</tr>
<tr>
<td>URL link to partnership webpage</td>
<td><a href="http://www.wwf.org.my/malayan_banking_berhad/">http://www.wwf.org.my/malayan_banking_berhad/</a></td>
</tr>
</tbody>
</table>

Maybank is the largest company by market capitalisation on the Malaysian Bourse (Bursa Malaysia). It is ranked first among listed Malaysian companies and among the top 500 companies in the Forbes Global 2000 leading companies of the world.

WWF-Malaysia and Maybank Foundation embarked on a four-year partnership (2016-2019) to strengthen tiger conservation efforts in the Belum-Temengor Forest Complex.

WWF-Malaysia and Maybank Foundation also organised The Malayan Tiger Run 2019 in conjunction with Global Tiger Day (July 2019) which was supported by the Ministry of Water Land and Natural Resources as well as the Department of Wildlife and National Parks.

In the presence of over 4,000 participants and major stakeholders, the Malayan Tiger Pledge was launched at this event by WWF-Malaysia’s CEO with one key ask - to make tigers our national priority.
**Royal Bank of Canada (RBC) partnership with WWF-Malaysia** is aligned with the organisation’s global commitment to help local communities prosper. RBC has a significant presence in Malaysia, opening its first office in 2008 and today employing more than 800 people in Cyberjaya and Kuala Lumpur.

Under the global RBC Blue Water Project, Royal Bank of Canada is embarking on a three-year partnership with WWF-Malaysia to support its freshwater conservation efforts, which involves advocacy with strategic agencies, relevant studies as well as outreach to increase awareness and mobilise action among targeted water user groups in the Klang Valley.

WWF-Malaysia organised a River Water Quality Monitoring staff engagement activity at Sg Chongkak in November 2019. Some of the activities carried out include water quality measurement and macroinvertebrates sampling.

---

**Samsung Electronics Co. Ltd.** announced the new Note Fan Edition to minimise the environmental impact of the Samsung Galaxy Note7 devices. The Note Fan Edition features reworked components from the original Note7 devices including unused components and those from devices stored in inventory.

With this partnership, WWF hopes to engage the electronics industry to become more sustainable and their contribution will help protect declining wildlife as pressures such as illegal wildlife trade and poaching, deforestation, climate change impact populations across Southeast Asia.

The campaign ran from November 2017 until January 2018, where part proceeds from the Galaxy Note FE was channeled to WWF’s conservation efforts in Southeast Asia.
Building on the recent technical partnership with Heineken, WWF have formed a multi-country corporate marketing partnership with Tiger Beer (headquartered in Singapore) starting in 2017 with yearly activation.

With this partnership, WWF hopes to raise awareness about tiger conservation issues and engage consumers to act for tigers in via activation campaigns.

In conjunction with Global Tiger Day in July 2018, Tiger Beer Malaysia and local streetwear brand Pestle & Mortar Clothing (PMC), in collaboration with WWF, launched the Endangered Edition collection. A total of 260 pieces were made and went on sale, an amount chosen to reflect the number of Malayan Tigers life in the wild – an estimated minimum of 250. 100% of the proceeds from the sale of the collection went to tiger conservation efforts.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Tiger Beer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry</td>
<td>Alcohol Beverage</td>
</tr>
<tr>
<td>Type of Partnership</td>
<td>Communications and awareness raising</td>
</tr>
<tr>
<td>Conservation Focus of Partnership</td>
<td>Wildlife</td>
</tr>
<tr>
<td>Budget Range (in RM)</td>
<td>&gt;100,000</td>
</tr>
</tbody>
</table>

PARTNERSHIPS WITH AN ANNUAL BUDGET BETWEEN RM 30,000 TO RM100,000 IN FY19

1. DKSH Malaysia Sdn Bhd
2. Flex Foundation
3. Paramount Corporation

For full list of corporate partnerships (including pro bono or in-kind contributions), please refer to the WWF-Malaysia Annual Review 2019 [here](#).
WWF in numbers

- WWF is in over 100 countries, on 6 continents
- WWF has over 5 million supporters
- 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.

wwf.org.my

WWF-Malaysia (Tabung Alam Malaysia)
1 Jalan PJS 5/28A, Petaling Jaya Commercial Cenyre (PJCC)
46150 Petaling Jaya, Selangor, Malaysia
Telephone No.: +603 7450 3773
Email: corporaterelations@wwf.org.my Website: wwf.org.my
http://www.wwf.org.my/how_you_can_help/corporate_partnerships/