CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-MALAYSIA CORPORATE PARTNERSHIPS
FISCAL YEAR 2015
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 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. 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 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), 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, Virunga), as well as work in partnership with individual companies.

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

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 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.
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.
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:

<table>
<thead>
<tr>
<th>Company</th>
<th>Industry</th>
<th>Type of partnership</th>
<th>Conservation focus of partnership</th>
<th>FY2015 budget range (RM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEON Co. (M) Bhd</td>
<td>RESTORING FORESTS IN NORTH ULU SEGAMA SABAH</td>
<td>Philanthropic</td>
<td>Forest</td>
<td>100,000</td>
</tr>
<tr>
<td>IKEA Malaysia</td>
<td>Faster Advertising Sdn Bhd</td>
<td>Retail</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maxis Mobile Services Sdn Bhd</td>
<td>HSBC Bank Malaysia Berhad</td>
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<td></td>
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<tr>
<td>Malaysia Wildlife Conservation Foundation</td>
<td>HSBC Electronic Data Processing (Malaysia) Sdn Bhd</td>
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<td></td>
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</tr>
</tbody>
</table>

AEON Malaysia, a leading retailer in Malaysia is helping to reforest up to 77 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 5 year project period from 2011 to 2015. This funding has enabled approximately 12,000 native tree species to be planted in the area including fruit trees 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 77 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’ recognizing the importance of preserving trees for our ecosystem.

For more information, click HERE
### FASTER ADVERTISING SDN BHD

**Initiating the Culture of Creative Conservation**

Faster Advertising, an event and advertising agency, worked together with WWF-Malaysia for the 1600 Pandas World Tour campaign in Malaysia.

1600 Pandas was launched in 2008 by WWF and acclaimed French artist Paulo Grangeon, to promote the message of conservation and sustainable development. The tour was held in Malaysia from 21 December 2014 to 25 January 2015.

Funds raised by Faster Advertising from the campaign in Malaysia were channeled to WWF-Malaysia’s conservation efforts.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Event/Advertising Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of partnership</td>
<td>Philanthropic</td>
</tr>
<tr>
<td>Conservation focus of partnership</td>
<td>Community Engagement</td>
</tr>
<tr>
<td>FY2015 budget range (RM)</td>
<td>100,000</td>
</tr>
</tbody>
</table>

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

### HSBC BANK MALAYSIA BERHAD

**Improving management of freshwater ecosystems**

HSBC Bank Malaysia Berhad has been a long standing valuable partner of WWF-Malaysia for over a decade.

Under the new partnership, HSBC will be supporting WWF-Malaysia’s freshwater conservation efforts in Sabah, focusing on effective management of the Sg.Sugut river basin and civil society outreach on freshwater resource and ecosystem conservation.

The project will look at addressing threats and impacts on the river ecosystem within the Sugut basin by engaging with stakeholders to implement collaborative mitigation measures.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Banking and finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of partnership</td>
<td>Philanthropic</td>
</tr>
<tr>
<td>Conservation focus of partnership</td>
<td>Freshwater</td>
</tr>
<tr>
<td>FY2015 budget range (RM)</td>
<td>&gt;100,000</td>
</tr>
</tbody>
</table>

For more information, click [HERE](#).
HSBC ELECTRONIC DATA PROCESSING (MALAYSIA) SDN BHD

Protecting Our Watershed, Our Water Source

HSBC Electronic Data Processing (HDPM), a wholly owned subsidiary of the HSBC Group, is in the business of providing back end processing and customer contact services to various business areas of the HSBC group around the world.

HDPM has partnered WWF-Malaysia to support the Protection of critical water catchment areas and freshwater habitat in the Setiu Wetlands, Terengganu. Setiu Wetlands are the largest and most intact coastal wetland complex on the east coast of Peninsular Malaysia. It consists of inter-connected ecosystems and several wetland-associated habitats, rich in biodiversity and provides important ecological services for the wellbeing of local community.

Under this partnership, HDPM is also helping to promote efficient and responsible water consumption amongst selected consumer groups in the Klang Valley.

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 through the Eco-Schools programme.

The Eco-Schools programme is a structured ‘change management’ used by schools to work towards continuous improvement in environmental action, focusing on key environmental themes, such as Water, Waste/Litter and Energy, Nature/Biodiversity, and Healthy Living.

WWF-Malaysia is an associate member of Foundation for Environmental Education (FEE) in 2010 and has been the national operator for the Eco-Schools Programme in Malaysia ever since, with over 131 participating schools so far.
**MAXIS MOBILE SERVICES SDN BHD**

Restoring Homes, Reviving Hope.

Maxis, a leading communications service provider, has partnered with WWF-Malaysia in supporting the North Ulu Segama Reforestation Programme.

Ulu Segama-Malu Forest Reserve or known as Bukit Piton Forest Reserve (Class 1), represent a core area for Sabah’s orang-utan population. This reforestation programme is focused on addressing the depleting forest cover, restoring wildlife habitats and promoting ecosystem recovery.

Maxis pledged to donate RM 2 for each e-bill sign up by its customers through the 6 months ‘Go Paperless’ cause-related marketing campaign.

**MALAYSIAN WILDLIFE CONSERVATION FOUNDATION**

Collaborative Enforcement, Community Empowerment

Malaysian Wildlife Conservation Foundation (MWCF) awarded a grant to WWF-Malaysia in aid of its project to build support for the gazettement and management of the Tun Mustapha Park (TMP).

TMP, which measures almost 1 million hectares, is located at the northern part of Sabah. It is one of the priority areas identified under the Sulu-Sulawesi Marine Ecoregion (SSME) as being globally significant for its high biodiversity and rich natural resources. Lying at the apex of the Coral Triangle, harbouring one of the richest marine flora and fauna complexes in the world and is also home to more than 80,000 coastal dwellers that depend on a healthy and sustainable supply of marine resources.

The project aims to develop and implement collaborative enforcement between the enforcement agencies and the local community representatives (wildlife wardens and community groups) in the proposed TMP.
The following list represents all corporate partnerships that WWF-Malaysia has with an annual budget between RM 30,000 to RM90,000:

<table>
<thead>
<tr>
<th>Partnership 1</th>
<th>Partnership 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boh Plantations Sdn Bhd</td>
<td>Digi Telecommunications Sdn Bhd</td>
</tr>
<tr>
<td>CIMB Islamic Bank Berhad</td>
<td>Nestlé Products Sdn Bhd</td>
</tr>
</tbody>
</table>

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](#).
WWF in numbers

1961
WWF was founded in 1961

+ 100
WWF is in over 100 countries, on 6 continents

+ 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