CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-MALAYSIA CORPORATE PARTNERSHIPS
FISCAL YEAR 2018
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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TAKING BOLD COLLECTIVE ACTION

WWF has embarked on a journey of deep internal transformation that will make us stronger and more effective as we tackle the challenges and capitalize on the opportunities that lie ahead.

The time to act is now. We are putting 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.

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**OUR THEORY OF CHANGE**

**BETTER CHOICES**

*From a One Planet Perspective*

- **Redirect Financial Flows**
- **Produce Better**
- **Consume More Wisely**

**Equitable Resource Governance**

**Preserve Natural Capital**

**Food, Water and Energy Security**

**Biodiversity Conservation**

**Ecosystem Integrity**

**HOW WE MAKE IT HAPPEN**

6 global goals, 3 cross-cutting drivers, delivered by powerful communities of practice and partners

- **FORESTS**
- **OCEANS**
- **WILDLIFE**
- **FOOD**
- **CLIMATE AND ENERGY**
- **WATER**

**MARKETS**

**FINANCE**

**GOVERNANCE**
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 2016 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. 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), 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-MY has with individual companies
Most of WWF’s engagement with business is focused on these key themes:

- Food, forest and ocean commodities,
- Climate & energy, 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. Specifically, WWF 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, WWF engages the corporate sector with the aim of catalysing the transition towards a low carbon future and supporting the implementation of the Paris Agreement. Working in partnership with leading companies through the Climate Savers programme and in multi-stakeholder strategic coalitions such as We Mean Business and the Science Based Targets Initiative, WWF leads the implementation of a corporate climate leadership agenda, including the adoption of science-based emission reduction targets, the transition towards an economy 100% powered by renewable energy, and the responsible and transparent engagement of companies in climate and energy policy.

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**
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 tiger.

**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.
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-MY 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-MY 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.
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 100,000. Details of each partnership can be found below:

<table>
<thead>
<tr>
<th>Company</th>
<th>Type of partnership</th>
<th>Conservation focus of partnership</th>
<th>FY2016 budget range (RM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIMB Islamic Bank Bhd</td>
<td>Philanthropic</td>
<td>Fresh Water Community</td>
<td>&gt;100,000</td>
</tr>
<tr>
<td>Maybank Foundation</td>
<td>Philanthropic</td>
<td>Fresh Water Community</td>
<td>&gt;100,000</td>
</tr>
<tr>
<td>Mid Valley City Sdn Bhd</td>
<td>Philanthropic</td>
<td>Fresh Water Community</td>
<td>&gt;100,000</td>
</tr>
<tr>
<td>RBC Investor Services Malaysia Sdn Bhd</td>
<td>Philanthropic</td>
<td>Fresh Water Community</td>
<td>&gt;100,000</td>
</tr>
</tbody>
</table>

**CIMB Islamic Bank Bhd**

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.

CIMB Islamic products and operations are managed in strict compliance with the Shariah principles under the guidance of the CIMB Islamic Shariah Committee, which comprises of the world’s leading Islamic scholars.

This project sponsorship is to support WWF-Malaysia’s projects focusing on restoration of riverbanks in Long Semadoh and promoting sustainable rice farming by local communities in Ba’Kelalan, Sarawak; and assessing the biological diversity, developing economic justification and raising awareness of the Ulu Muda forest, Kedah.

**MAYBANK FOUNDATION**

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 to strengthen tiger conservation efforts in the Belum-Temengor Forest Complex.

The vision is for Belum-Temengor to harbour about 50 tigers by 2020, contributing towards a viable population of tigers within the larger Northern Banjaran Titiwangsa Landscape. This is carried out by WWF-Malaysia through three main strategies, summarised as Protection, Monitoring and Community Engagement.
Mid Valley City Sdn Bhd

Mid Valley City Sdn Bhd has partnered with WWF-Malaysia for its Mid Valley City Charity Run 2017 event with WWF-Malaysia as the beneficiary.

With Mid Valley Mall as the Title Sponsor, the charity run attracted 1800 participants and contributed RM100,000 unrestricted funds to support WWF-Malaysia’s conservation work on large-scale priority areas that encompass a broad range of wildlife and ecological systems.

Throughout the month of April, art installation and exhibition booths were set up at both Mid Valley Mall and The Gardens Mall for public to learn more about endangered species and WWF-Malaysia's conservation efforts in Malaysia.

RBC Investor Services Malaysia Sdn Bhd

RBC’s 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 involve 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 Asia’s first Journey of Water (JoW) in April. Thirty volunteers designated ‘Water Heroes’ (including this writer and 12 RBC employee volunteers) then embarked on an eye-opening journey to discover where our water actually comes from, visiting the Klang and Selangor river basins that represented the various stages of water collection and distribution.
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 until the next Chinese year of the Tiger in 2022, to support WWF’s TX2 $200m campaign which runs during the same period.

With this partnership, WWF hopes to raise awareness about the tiger conservation issues and WWF as a conservation organization and engage consumers to act for tigers in an activation campaign.

In 2017, the partnership launched a digitally-led global awareness campaign – 3890Tigers – that uses the power of art and creativity to increase awareness and inspire action against the greatest, most immediate threat to the species worldwide – illegal tiger trade.

The following list represents all corporate partnerships that WWF-Malaysia has with an annual budget between RM 30,000 to RM100,000:

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Company Name</th>
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<tbody>
<tr>
<td>AXA AFFIN General Insurance Berhad</td>
<td>D'Sunlit Sdn Bhd</td>
</tr>
<tr>
<td>H&amp;M</td>
<td>Samsung Malaysia Electronics (SME) Sdn Bhd</td>
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<tr>
<td>Western Digital Foundation</td>
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</tbody>
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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

+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