CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-MALAYSIA CORPORATE PARTNERSHIPS
FISCAL YEAR 2016
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.

Published in February 2017 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 2017 WWF-Malaysia

All rights reserved.
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 drivers 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 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-Malaysia 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.
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 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.
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:

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

<table>
<thead>
<tr>
<th>AXA AFFIN General Insurance Berhad</th>
<th>Malaysia Wildlife Conservation Foundation</th>
</tr>
</thead>
<tbody>
<tr>
<td>HSBC Bank Malaysia Berhad</td>
<td>Maybank Foundation</td>
</tr>
<tr>
<td>HSBC Electronic Data Processing</td>
<td>(Malaysia) Sdn Bhd</td>
</tr>
</tbody>
</table>

#### AXA AFFIN General Insurance Berhad

Get your hearts in action and protect our planet

AXA Affin General Insurance Berhad (AXA Affin GI) has partnered with WWF-Malaysia in launching its inaugural AXA Hearts In Action Run 2015 event with WWF-Malaysia as the beneficiary.

AXA Hearts In Action Run 2015 attracted more than 3,000 participants and contributed RM108,000 to support WWF-Malaysia’s conservation work on large-scale priority areas that encompass a broad range of wildlife and ecological systems.

Environment and Community are two of AXA Affin GI’s corporate responsibility pillars. This event aims to foster the understanding of the responsibility to protect the country’s natural environment and promote a healthy lifestyle among Malaysians.

#### HSBC BANK MALAYSIA BERHAD

Promoting freshwater ecosystem conservation

WWF-Malaysia has partnered with HSBC Bank Malaysia Berhad on a 3-year partnership to support freshwater conservation efforts in Sabah.

The partnership aims to mitigate the threat affecting the health of freshwater ecosystems including water pollution caused by land based sources pollutants and human activities.

The project will look at promoting and supporting improved management of freshwater ecosystems within key river basins in Sabah’s terrestrial landscape and to create awareness of the civil society and facilitate them in mobilising actions that support protection of freshwater ecosystems.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Banking and finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of partnership</td>
<td>Communication and awareness raising, Philanthropic</td>
</tr>
<tr>
<td>Conservation focus of partnership</td>
<td>Water</td>
</tr>
<tr>
<td>FY2016 budget range (RM)</td>
<td>&gt;100,000</td>
</tr>
<tr>
<td>For more information, click</td>
<td>HERE</td>
</tr>
</tbody>
</table>
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, has partnered WWF-Malaysia in protecting the Setiu Wetlands, an important water catchment area and freshwater habitat in Terengganu.

The project also aims to change the way the public thinks about and manages water in helping to ensure the country's water security by promoting efficient and responsible water consumption to the public through advocacy, campaigns and activities.

Under this partnership, HDPM employees will have the opportunity to participate in meaningful staff engagement programmes throughout the project period to experience hands on conservation work.

MALAYSIAN WILDLIFE CONSERVATION FOUNDATION

Supporting research and assessment studies in Setiu and Ulu Muda

Malaysian Wildlife Conservation Foundation (MWCF) awarded a grant to WWF-Malaysia to fund 2 conservation projects namely the ‘Population Status and Distribution of Painted Terrapin (Batagur borneensis) study in Setiu Wetlands, Terengganu’ and ‘A Capacity Assessment Study for the Proposed Ulu Muda State Park in Kedah.

The findings from the study on Painted Terrapins which is the flagship species for the Setiu Wetlands will contribute towards strengthening the justification for improved management and protection of key habitats in the Setiu Wetlands by demonstrating the influence and impacts of existing land use activities in the wetlands on the Painted Terrapin population.

The capacity assessment study will enable WWF-Malaysia to develop management recommendations in managing the tourism activities within the proposed Ulu Muda State Park which will promote the conservation goal of the area. The output of this study will also be incorporated in the Ulu Muda State Park management plan.
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.

The following list represents all corporate partnerships that WWF-Malaysia has with an annual budget between RM30,000 to RM100,000:

- Digi Telecommunications Sdn Bhd
- Faster Advertising Sdn Bhd
- IKANO Handel Sdn Bhd
- Khoo Soon Lee Realty Sdn Bhd
- Nestlé Products Sdn Bhd
- PPG Industries

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

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

WWF-Malaysia (Tabung Alam Malaysia)
1 Jalan PJS 5/28A, Petaling Jaya Commercial Centre (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/