



WWF

VIET NAM



NATURE MEANS BUSINESS

ENGAGING WITH BUSINESS TO BUILD A BETTER FUTURE

NATURE LOSS IS A BUSINESS RISK

\$125 trillion - that's the estimated value, every year, of the goods and services nature provides to the global economy (WWF Living Planet Report, 2018). For example, every year, oceans produce goods and services such as seafood worth about \$2.5 trillion, bees and other pollinators contribute at least \$235 billion to global food production, and ecotourism in protected areas alone generates around \$600 billion.

Nature not only sustains us, it also powers industry and commerce. Yet, this critical 'natural capital' is under threat as never before. The threats facing our planet affect us all. Only by working together can we find solutions to tackle these threats at scale.

Watch video



SCAN ME



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EXCEED YOUR VISION

The image shows two large, three-bladed wind turbines standing on a grassy hillside. The turbines are white with dark blades. The background features a clear blue sky and distant mountains. The foreground is a lush green hillside with some trees.

ABOUT WWF-VIET NAM

In continual development of the worldwide network, WWF started on a national conservation strategy in Viet Nam in the 1990s, amongst the first international non-government organisations in the country.

Since then, WWF-Viet Nam has worked closely with the government, businesses, and other key players on a range of environmental issues, and implemented various field activities across Viet Nam, to address global and local environmental challenges.



CONSERVATION MISSION & PRACTICES

Alongside all WWF offices around the world, our Mission remains: to stop the degradation of Viet Nam’s natural environment and to build a future in which humans live in harmony with nature.

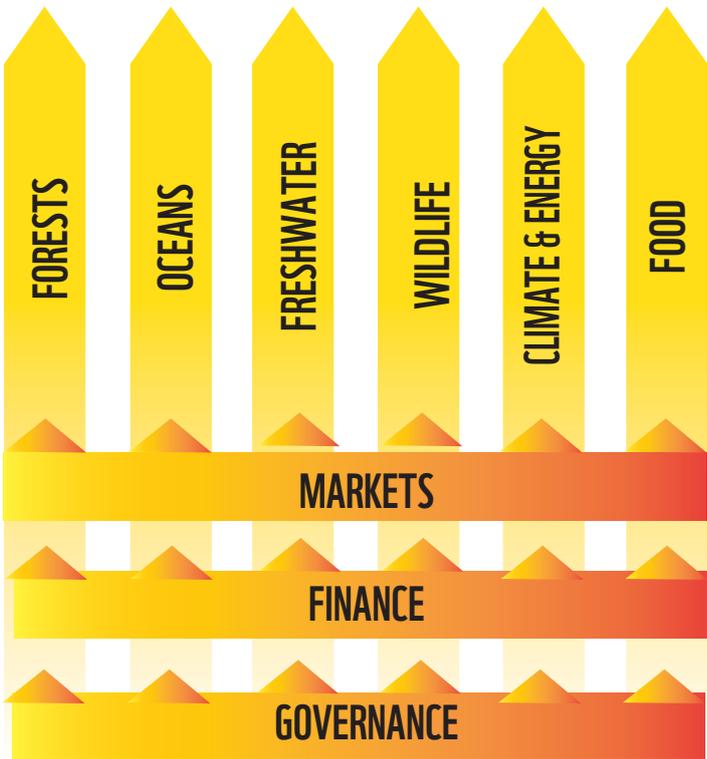
While continuing to deliver locally in crucial eco-regions, WWF-Viet Nam sharpens the focus on six global goals – wildlife, forests, oceans, freshwater, climate & energy, and food – and three key drivers of environmental degradation – markets, finance and governance.

WWF-Viet Nam knows that one organisation alone can’t effect the changes 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: communities and corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers.

HOW WE MAKE IT HAPPEN

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



WWF IN NUMBERS

Founded in
1961

Presence in
over 100 countries

over 5 million
supporters

over 25 million
followers on social media

IN VIET NAM

Established in
1995

More than
26 years
of operation
in Viet Nam

07 offices
across the country





WWF-VIET NAM'S GOALS FOR THE NEXT 5 YEARS



WILDLIFE Thriving Wildlife

Viet Nam ensures its priority that wildlife species thrive in secure natural habitats, while no longer being a major transit or destination country for illegal wildlife products from abroad.



FOREST Resilient Forest for All

Viet Nam's forests are resilient, benefit biodiversity, enhance ecosystem services, and improve the quality of life for all.



OCEAN Sustainable and Resilient Oceans

Viet Nam's key marine protected areas and fisheries resources are protected.



PLASTIC No Plastic in Nature

Viet Nam's contribution to plastic waste leakage into the ocean is mitigated through business model innovations, plastic policy frameworks and plastic-smart cities.



FOOD Sustainable Food System

The Mekong Delta's agriculture and aquaculture commodities are sustainably produced to ensure biodiversity conservation, resilience to climate change and benefits to local communities.



FRESHWATER Resilient Deltas and Life-sustaining Freshwater Systems

Viet Nam's key rivers and freshwater ecosystems contribute to a resilient Mekong Delta and services which sustain its people and nature.



CLIMATE AND ENERGY Climate Resilience and Sustainable Energy

Viet Nam is in a just transition to a climate resilient and low carbon future for people and nature, contributing to global aspirations to limit warming to 1.5°C.

WHY PARTNER WITH US?

We are living in times of unprecedented environmental change that present great challenges for people and businesses. However, we also have an unparalleled opportunity for positive change – the science is clearer, awareness is greater, and innovation more powerful than ever before. We can redefine our relationship with nature – but we need to work together.



WWF-VIET NAM IS YOUR PARTNER OF CHOICE

- The leading and largest conservation organisation in the world and in Viet Nam, working on both global and local levels. In the GlobeScan-SustainAbility Leaders Surveys from 2017 to 2021, WWF remains the most widely recognised NGO among experts for its contribution to sustainable development;
- More than 25 years of experiences in conserving Viet Nam's nature and improving the livelihood of local communities;
- A strong network and partnership with national and local authorities;
- Transparent in financial management; well equipped with project management tools;
- Working on a wide range of conservation areas with a clear and strategic vision to address critical environmental challenges of our times;
- A long-term and strategic partner of many forward-thinking international and local corporations.
- Read on for several highlights of our successful partnerships.



HOW WWF WORKS WITH BUSINESSES



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, to reduce major environmental impacts.



COMMUNICATIONS AND AWARENESS RAISING

Through communications, campaigns and cause-related marketing, we partner with businesses to profile environmental challenges and opportunities, raise awareness and mobilise consumer actions.



PHILANTHROPIC PARTNERSHIPS

With companies that are already committed to conservation or have managed to reduce their environmental impact, we raise funds for conservation of important landscapes and species.



“ ALIGNING BUSINESS STRATEGY WITH THE IMPLEMENTATION OF SOCIAL RESPONSIBILITY, SUCH AS ENVIRONMENTAL PROTECTION, WOULD BENEFIT OUR ENVIRONMENT, COMMUNITY, AND THE BUSINESSES THEMSELVES IN THE LONG RUN. ”

Dr. Van Ngoc Thinh - CEO, WWF-Viet Nam



PARTNERSHIP HIGHLIGHTS

1

We partner with individual businesses for collaboration projects based on our mutual conservation interest. Several partners in highlights are:

HSBC, pg. 12

3M, pg. 18

Google, pg. 13

Tetra Pak, pg. 18

IKEA, pg. 14

innisfree, pg.19

Prudential, pg. 15

Sopex, pg. 19

Coca-Cola, pg. 16

BOO, pg. 19

Volvo, pg. 17

Epson, pg. 19

Grab, pg. 18

HSBC

Advancing climate actions in one of the most vulnerable parts of Viet Nam – the Mekong Delta.



IN 2020 - 2024, THE PARTNERSHIP EXPECTS TO ENSURE

150 HA NATURAL MANGROVE FOREST GENERATED

AT LEAST 20,000 TONNES OF CARBON PER YEAR SEQUESTERED

AND 10,000 HOUSEHOLDS BENEFITED FROM ECOSYSTEM SERVICES.

2018 - 2019 WATER PROGRAMME

HSBC has been a long-term WWF partner on a global scale for more than 17 years. In Viet Nam, WWF-Viet Nam and HSBC Water Programme have come together to work on a multi-year freshwater partnership. The project contributes to WWF-Viet Nam's national conservation strategy while also multiplying the impact of the HSBC Water Programme, which has benefited more than 2.5 million people in total across five major river basins of the world.

In Tram Chim National Park in the Mekong Delta and in Vu Gia Thu Bon River Basin, the 2018 - 2019 partnership contributed to the river basin improvement by engaging communities in key freshwater landscapes in freshwater conservation through education, citizen science and improved management, enhancing environmental, social and economic benefits.

2020 - 2024 CLIMATE ACTIONS

In 2020 - 2024, HSBC continues to scale up their conservation work with a five-year project in Mui Ca Mau National Park together with WWF, aiming at restoring mangrove forest to sequester carbon and tackle socio-environmental challenges such as climate change, water security, water pollution, food security, human health, and disaster risk management.

The project works on the natural generation of 150 ha mangrove forest in Mui Ca Mau National Park, providing carbon sequestration of at least 20,000 tons/year, which supports the local ecosystem serves for more than 10,000 households protected from flooding and the benefit of fishery spawning ground up to 350 – 390 tons of seafood/year. The project also includes environmental education program for about 3,000 households in the core zone of the Mui Ca Mau National Park and explores alternative solutions to improve livelihoods for households contracted to protect forests in the Mui Ca Mau National Park.

In addition, in March 2022, the project “An energy transition for a 1.5 degree world: Accelerating Progress in Asia”, sponsored by HSBC, was launched in Tay Ninh. The project is implemented by WWF-Viet Nam and World Resources Institute through the Clean Energy Investment Accelerator (CEIA) in cooperation with Tay Ninh's Department of Industry and Trade (DOIT) and Vietnam Chamber of Commerce and Industry, Ho Chi Minh City Branch (VCCI-HCM). Over the next four years, the project will work mainly with Textile & Garment companies in Tay Ninh to identify their existing problems and challenges in using renewable energy; adopt energy efficiency solutions and develop bankable projects with at least two big textile and garment companies or industrial park applied energy efficiency and renewable energy (EE & RE) solutions along with other initiatives to promote EE & RE to businesses in Tay Ninh.

1

PARTNERSHIP WITH INDIVIDUAL BUSINESSES

#togetherpossible

GOOGLE

Collaborating in a creative way to raise awareness for Saola thanks to the use of technology.



On World Saola Day July 9th 2021, Google joins forces with WWF-Viet Nam, to kick off the “Preserve the Saola’s footprints” campaign to save this endangered species by raising awareness and calling for action from the public.

Google has launched an Augmented Reality 3D of Saola on Google Search so that global users can have an up-close, detailed view of this spectacular species on their smart devices. It is the first time Google has digitalised one of the rarest wild animals of Viet Nam and Laos to AR 3D.



By launching the campaign and the Saola AR 3D Google and WWF-Viet Nam hope to bring the Saola closer to the public, helping people better understand the way that their behavior and activity impacts nature and rare wildlife, like the Saola. Each of us, both as individuals and as members of larger organizations, must take concrete action to bend the curve and prevent biodiversity loss to protect and revive the Saola and other threatened species.



G Saola

“By bringing the AR 3D model of Saola on Google search, we’d like to introduce to the world this rare endangered animal of Viet Nam, that you get to see up close, in the most vivid way possible. Google hopes to bring technology to support conservation efforts, digitizing information and images, so that they can be accessed by every-one; and that is exactly the objective of this campaign.”

Mrs. Tram Nguyen

Former Country Manager of Viet Nam, Laos, and Cambodia at Google Asia Pacific.

IN 2021,
THE CAMPAIGN
WAS FEATURED ON

4 TV/ RADIO 55
ONLINE NEWS

7.3 MIL
IMPRESSIONS 6.4
MIL PEOPLE REACH

1.2 MIL
ENGAGEMENTS ON
SOCIAL MEDIA

16 KOLS JOINED THE
CAMPAIGN WITH
10.2 MIL
FOLLOWERS AND
56,000
ENGAGEMENTS.

IKEA

Improving and expanding the FSC® certification system for local forest smallholders.

IKEA started its work with WWF in the Mekong region since 2006 to safeguard and manage precious natural resources and transform business for the benefit of people and planet. Through engagement, innovation and advocacy in 05 countries, the WWF-IKEA partnership promotes and supports sustainable forest management, responsible production and sourcing of forest commodities from both natural forest and plantations (bamboo, rattan, rubber and acacia).

Alarmingly, we are irresponsibly taking more from nature than natural systems can replenish, jeopardizing our own well-being and survival. Recognising the scale and complexity of the impacts caused by the production of major global commodities such as timber, natural fiber and cotton, and the role of business in driving change, WWF and IKEA have joined forces to transform production processes for the better across whole sectors. Together, the partnership transforming business for the benefit of people and planet, helping secure a healthier future for everyone.

**BETWEEN 2016
AND 2021**

**FSC® CERTIFIED
ACACIA
PLANTATIONS**

**SUPPORTED BY
THE PROJECT IN
VIET NAM**

**INCREASED FROM
15,832 ha
to 19,220 ha**

**BENEFITING
DIRECTLY
1,917 households.**



The current partnership's project Phase 7 "Stronger Supply Chains, Empowered Communities, Improved Forest Resilience and Biodiversity & Knowledge Sharing Beyond Borders" (September 2020-August 2023) is designed to build capacity of forest enterprises and smallholders to improve management of natural forest habitat, biodiversity and climate resilience, and also addresses deforestation by improving supply chain legality, transparency and traceability.

The project will support business practices that reduce human footprint on the natural landscape, and promote fair and equal access to natural resources for local communities and support fair and equal business practices in the landscape. Project Phase 7 will continue on the expansion of sustainable forest management models, benefiting local communities' livelihood and Small and Medium Enterprises (SMEs) along forest supply chains, so that forests and wildlife in the landscapes are effectively protected and more resilient to the effects of climate change. Across four countries (Cambodia, Laos, Thailand and Viet Nam), 15 provinces will be targets.

In Viet Nam, the project focuses on improving and expanding the FSC® certification system for smallholders, providing access to financing mechanisms, assessing deforestation in the landscape, and enforcing policies towards sustainable forest management and certification. This project phase will safeguard forest biodiversity at landscape level and will ensure a long-term balance between harvest of wood and forest regrowth.



PRUDENTIAL

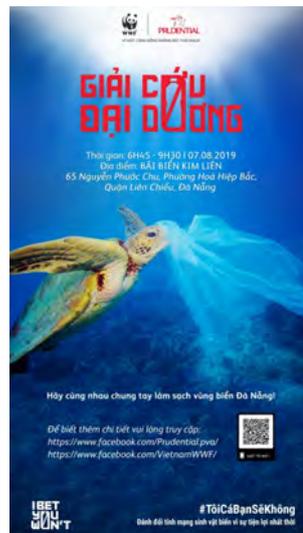
Tackling the plastic issues - one of the most critical environment challenges of our time.



While ramping up conservation efforts in 2018, WWF-Viet Nam and Prudential plc (UK) and Prudential Vietnam Assurance Private Ltd. (Prudential) launched a partnership for plastic waste reduction in Viet Nam. With a shared vision and perspective in confronting plastic issues, WWF-Viet Nam and Prudential collaborated from the initial project concept discussion and development; pulling together innovative yet pragmatic ideas and resources to form the Building plastic pollution free communities project. The project aimed to significantly change the perception and behaviour of Vietnamese plastic consumption for the sake of environmental sustainability.

The initiative's approach was based on the direct participation of individuals in shared activities. WWF-Viet Nam and Prudential engaged schools, businesses and communities, through environmental education programming and online and offline communication campaigns, involving mass media to raise awareness, change behaviour and pioneer a model for plastic waste reduction.

With technical support from WWF-Viet Nam, approximately 2,000 Prudential staffs and agents learnt how to be strong supporters and advocates of a growing global and local movement addressing plastic pollution. The Prudential staff practiced plastic waste reduction by conducting an audit of their current plastic habits, assessing potential solutions to reduce plastic waste and creating an action plan.



THE PARTNERSHIP
ENGAGED ABOUT

100 JOURNALISTS

6,200 STUDENTS
AND TEACHERS

IN 5 SCHOOLS

AND THOUSANDS
OF CORPORATE
STAFFS.

Prudential staff volunteers not only participated in driving the changes but also became the change and inspiration for their institution and communities to continue in this spirit, even beyond this partnership framework.

Looking outwards, additional connections and partnerships were forged through Prudential's other stakeholders including customers, partners and suppliers. The story and work that unfolded within Prudential will be replicated externally throughout public spaces and other institutions. The project has positively impacted the development of a Viet Nam that is beginning to have a healthier and more sustainable lifestyle, cleaner ocean, and greener businesses.

COCA-COLA

Providing continued support of WWF's multiple years' effort to conserve freshwater resources and nature-based solutions in Viet Nam.



THIS PARTNERSHIP HAS ALLOWED THE WETLAND TO CONTINUE TO SUPPORT

The Coca-Cola Company and WWF-Viet Nam have worked together since 2007 to conserve freshwater resources around the world and improve the environment for communities' living as well as values of sustainable development of Coca-Cola's operations. In 2022, the Coca-Cola Foundation announced its continuing support for WWF-Viet Nam to enhance the natural ability of ecosystems to control water flow and absorption capacity of Tram Chim National Park and surrounding floodplains. The support will contribute to the restoration of its health and natural function of the 2000th world Ramsar site, a designation given in recognition of the previous success of rehabilitation work in the national park.

10 BILLION LITERS OF WATER TO BE REPLENISHED ANNUALLY

Today Tram Chim National Park, which is located in the upper part of Mekong Delta, represents the last remaining one percent of the wetland. Over the decade, the partnership has worked on the advancement of conservation of the wetland through various activities including restoring the soil health, removing invasive species, and reestablishing hydrologic connection. This has allowed the wetland to continue to support 130 fish species, and 256 bird species, including the park's endangered Sarus Crane. Not only that, it also supports the community of 50,000 people who live in and around the park through ecotourism.

130 FISH SPECIES AND 256 BIRD SPECIES

Taking advantage of using the wetland ecosystem services to manage flooding and drought, instead of man-made intensive dyke systems, is a nature-based solution. This not only promises lower maintenance costs than man-made structures, but also brings many other potential benefits such as water access, flood protection, biodiversity, recreation as well as food and raw materials for local communities.

A COMMUNITY OF 50,000 PEOPLE AROUND THE PARK CAN BENEFIT FROM ECOTOURISM.

In its first year of a long-term journey to address water challenges through nature-based solutions in Viet Nam, The Coca-Cola Foundation is again supporting Tram Chim National Park. Through the support, WWF-Viet Nam and Tram Chim National Park will engage 1,000 people and youth from four communes, improving their awareness and supporting actions in water conservation and environmental protection including river and canal water way clean up, adopting agricultural methods that are using less water and less chemicals. Further research and stakeholder engagement will lay out the business cases for the public-partnership model of financing for nature base solutions, restoring and building up multi-functional wetlands as well as showcasing more proof of concepts for nature-based solutions.

VOLVO

Collaborating to support One Planet City Challenge focusing on sustainable mobility.

More than half of the world's population reside in cities and over 70% of the world's CO₂ emissions are generated by cities' residents. Volvo and WWF-Viet Nam worked together to support WWF's global programme One Planet City Challenge (OPCC) formerly named Earth Hour City Challenge (EHCC) to help drive sustainable city development, with a special focus on mobility during the period of 2016–2017.

OPCC has been created to mobilise action and support from cities in the global transition towards a climate friendly one-planet future. OPCC engages cities from all over the world to accelerate their commitments and actions, for example by generating solutions and plans for sustainable mobility.



In 2016, Hue joined the One Planet City Challenge (OPCC) to become one of the 18 cities in the world designated as a National Earth Hour City, followed by its commitment to decrease levels of 2011 greenhouse gas emissions by 20% by 2020.

In 2018, in partnership with WWF-Viet Nam, Da Nang won the OPCC, following its commitment to carbon emission reduction by 25% by 2030. Other cities joining the challenge were Hoi An and Dong Hoi who were also selected for the final round of OPCC.

Furthermore, Volvo Group employees also participated in OPCC activities through their offices in many other countries and regions, in order to share knowledge, increase awareness and contribute to sustainable urban transport solutions to benefit the overall objectives of OPCC.

To reach its ambitious target and commitment, Hue City created seven specific action plans, focusing on urban greening, green tourism development, effective disposal of trash and waste water, intelligent public lighting systems, renewable energy and eco-friendly construction materials. Bike Share is one of many initiatives to increase ecofriendly transportation in the city.



AND MANY MORE...

GRAB



Grab has teamed up with WWF to engage community support for the protection of Southeast Asia's most endangered wildlife through the GrabRewards Loyalty Programme. This collaboration not only raises awareness of the threatened wildlife; it also supports WWF's efforts to increase funding for their protection.

In 2019 & 2020, Grab users from eight markets in Southeast Asia had a chance to redeem their GrabRewards points to help fund WWF's work. In Viet Nam, this support contributed directly to the conservation of Asian elephants and Saola, two of the most iconic species facing an increased threat to their existence due to poaching, wildlife trade, and habitat destruction.

With the support from 3M, Lang Sen Wetland Reserve (WR) and the communities, 10,250 trees were planted, covering an area of approximately 9,2 ha. The critical achievement of this activity is to create a model for closer relationships between the Reserve and surrounding communities. The project also contributed to WWF's efforts in improving water management, conserving the biodiversity in wetlands of the Plain of Reeds.

Thanks to the collaboration of 3M, Lang Sen WR and local authorities, these activities were meaningful for the local community and Lang Sen WR as they helped to raise people's awareness and take action to protect the national resources and environment.

3M



Tetra Pak partnered with WWF-Viet Nam in 2017 in protecting and responsibly managing forests in Viet Nam. We promoted the use of recyclable packaging, recycling practice and their benefits, through a series of events and activities across the country, in order to advance the protection of forests in Viet Nam and all over the world.

Another collaboration project of ours was to provide clean drinking water to more than 10,000 students and teachers at 29 kindergartens and schools in the buffer zones of Tram Chim National Park, via the installation of necessary equipment and training in use and maintenance.

TETRA PAK

MỘT GIẤY HÀNH ĐỘNG
BẢO VỆ ĐIỀU TỐT

Khi 200,000 giấy hành động để bảo vệ môi trường được ghi nhận công đồng, Tetra Pak sẽ phối hợp cùng WWF cung cấp hệ thống lọc nước uống cho 10.000 em học sinh quanh Vườn Quốc Gia Tràm Chim, Đồng bằng sông Cửu Long
xem thêm

102,882
GIẤY HÀNH ĐỘNG

THAM GIA NGAY

TETRA PAK HÀNH ĐỘNG BẢO VỆ ĐIỀU TỐT

1

PARTNERSHIP WITH INDIVIDUAL BUSINESSES

#togetherpossible



innisfree, together with WWF-Viet Nam, kicked off the Green Forest campaign across the country; of which, each empty cosmetic bottle brought in by consumers was matched with one tree donated by innisfree. The campaign was enthusiastically supported by the community with the participation of a leading influencer and vlogger Giang Oi. This collective efforts resulted in the 5,787 trees planted to restore the Lang Sen Wetland Reserve ecosystem. The campaign further sustained its impact on the community by inspiring a green lifestyle and turning individual action into a collective, tangible win for the environment.

Having a premium coffee line named after Saola, a rare, distinctive yet critically endangered species, SOPEX VN was inspired to sign on to a partnership with WWF-Viet Nam in 2017. The company consistently donates a portion of the revenue from its internationally sold Saola River premium coffee, contributing to the continuation of WWF-Viet Nam's conservation work.



Having been a staunch partner of Earth Hour for over ten consecutive years, BOO Trading JSC. (BOO) has inspired hundreds of thousands of people to do their parts in protecting the environment. Their commitment to conservation continued through WWF-Viet Nam's I Will If You Will initiative, leading to the renowned output of collective power where BOO's customers donated more than 18,000 mangrove trees to a reforestation project in Thua Thien Hue's coastal areas.

WWF-Viet Nam & Epson Vietnam have marked a strategic partnership aiming at the general public and the private sector in responding to climate change and reducing carbon emissions for a green future. The partnership includes a series of media and social media activities on WWF's Earth Hour platform in March 2022; a handbook on climate risks, carbon reduction and sustainable energy solutions for businesses; and a webinar on climate change & sustainable energy.





PLATFORMS AND CAMPAIGNS

2

We initiate our own platforms, initiatives and campaigns that are open for businesses to join. Several campaigns in highlight are:

Our Planet: Our Business, pg. 21

Earth Hour, pg. 22

Run Wild with WWF, pg. 23

Sustainable Seafood Week, pg.23

Plastic Innovation Contest, pg. 23

Say No to Ivory, pg. 24



© Ian Llewellyn / Silverback Films / Netflix

OUR PLANET: OUR BUSINESS A WAKE-UP CALL TO BUSINESSES

Stemmed from the Our Planet series launched in April 2019, the 40-minute film, Our Planet: Our Business, is an unrivalled experience combining stunning wildlife footages with the voices of influential business leaders, to demonstrate why protecting the natural world is a business imperative.



The exclusive screening of Our Planet: Our Business which took place in Viet Nam in November 2019 engaged hundreds of key corporate representatives in Hanoi and Ho Chi Minh City, contributing to the overwhelming success of this series screening all over the world.

The events were proudly sponsored by CGV Viet Nam and Tetra Pak Viet Nam, with beverages and refreshments supplied by sustainable production models, HEINEKEN Viet Nam and 4Ps Corporation.

Valuable experiences were shared from panelists including representatives from our sponsors and Thien Minh Group, discussing the possibilities in a local shift toward sustainability and how business strategies can contribute to long term sustainable development goals.



“ We can't smile in the future if we don't grow sustainably. ”

Mr. Yuma Nagata,
Sustainability Manager,
4Ps Corporation.

Increasingly, many businesses are starting to step up and help tackle environmental issues with nature-based business solutions to secure a long-term sustainable future.

The goliath task to unite the world is daunting, but momentum has been building across the planet. Only by working together can we develop shared solutions for large-scale challenges. Join us and be part of that change!



OVER 120,000
VIEWS ONLINE



OVER 17,000
PEOPLE WATCH THE
FULL FILM



AT NEARLY
200 EVENTS



ACROSS
50 COUNTRIES

EARTH HOUR 2021

Responding to the call of Earth Hour (EH) global message, EH 2021 in Viet Nam called people to **SPEAK UP FOR NATURE** by developing their own com-mitments to reduce greenhouse gas emissions, reduce single-use plastic and reach zero plastic in Nature.



In Viet Nam, WWF collaborated with Ministries and local authorities, as well as with leading corporates to roll out the campaign via online channels.

EH 2021 was a remarkable event where corporates of different sectors such as real estate, retails, tourism, fashion, and many more came together to spread the message for our planet as EH communications partners.



The lights were dimmed or turned off in 150+ locations all over Viet Nam at 20:30 on 27 March. A number of businesses also shared EH key visuals and selective EH contents on their social media channels that helped ensure the campaign reach to an extended audience. These EH corporate partners helped drive the sustainability movement and inspire their stakeholders as well as their industries to follow suite in working with WWF and becoming the changes themselves.

EARTH HOUR 2021 CORPORATE COMMUNICATIONS PARTNERS



RUN WILD WITH WWF

Corporates keeping their staff engaged despite COVID's social distancing.



Even at the peak of the pandemic, hundreds of staff from Vietnamese corporates, along with participants from five countries in South East Asia, were able to stay active and connected from home through Run Wild with WWF.

WWF's first virtual race was highlighted as a positive initiative for community activity during the social distancing period. Corporate participants like BOO Trading JSC. and Intel Products Viet Nam were featured on VTV1 evening news as role models for advocating innovative work culture, having combined staff engagement with corporate social responsibility work in accordance with WWF's conservation mission in Viet Nam.

SUSTAINABLE SEAFOOD WEEK



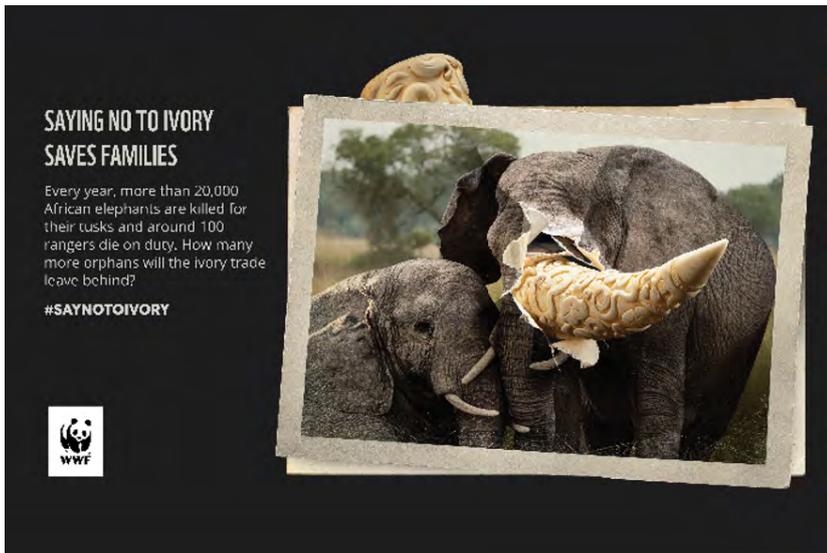
In August 2015, seafood certified by the Aquaculture Stewardship Council (ASC®) responsibly farmed in Viet Nam, had officially reached the domestic market for the first time. The Sustainable Seafood Week 2015 campaign, organised by WWF-Viet Nam in partnership with a number of companies from various industries, raised consumer awareness on the seafood sectors' responsible practices in the Asia Pacific region, including Viet Nam.

PLASTIC INNOVATION CONTEST

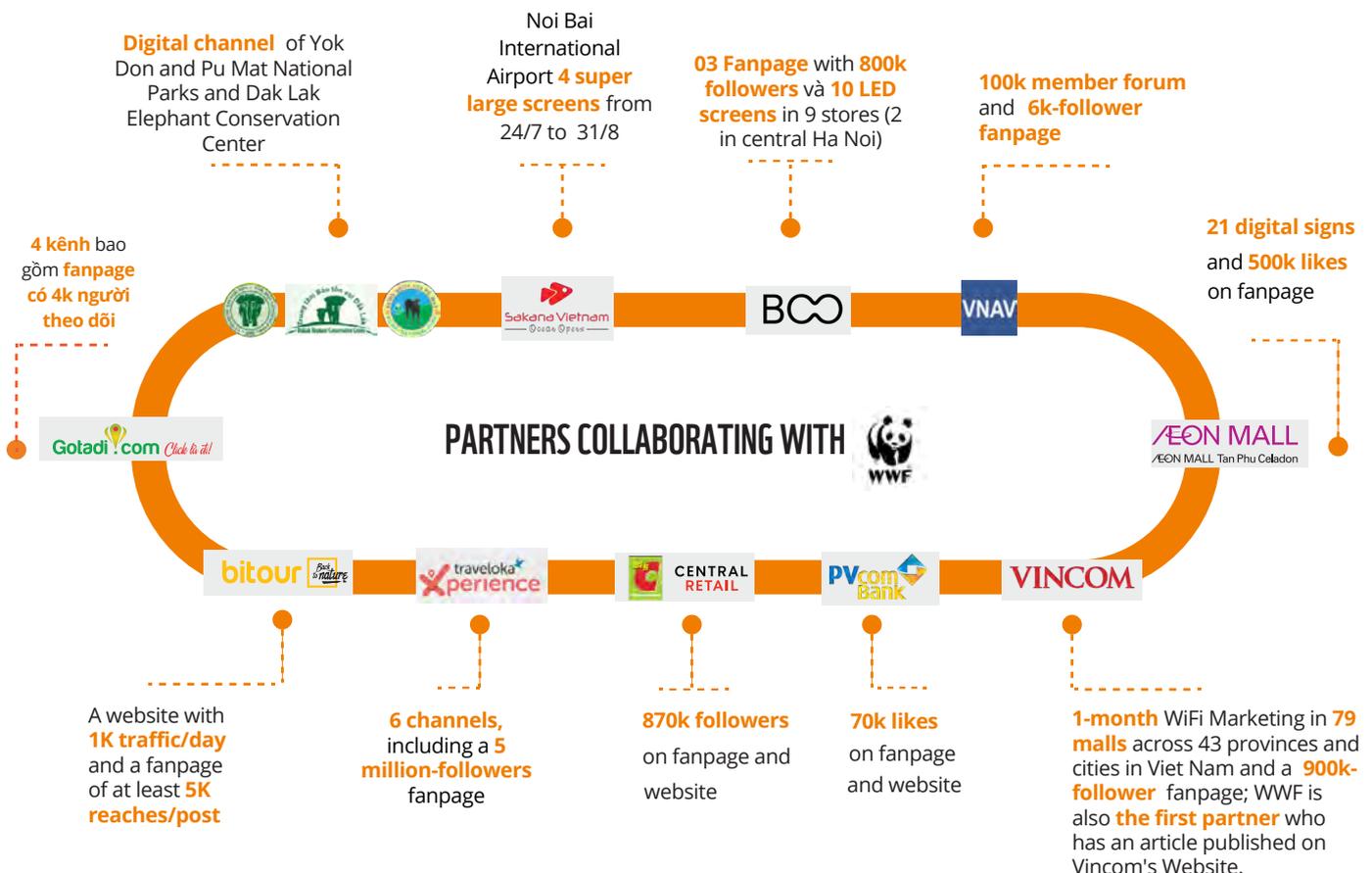


SAY NO TO IVORY

WWF's IVORY HII is a global initiative to reduce ivory consumption and close the ivory markets in Asia. Viet Nam, among some other Asian countries, has been identified as an emerging consumption market, destination, and transit country for ivory trading and consumption since 2016. The campaign focuses on transforming tourism into a more responsible industry without involving illegal wildlife trade, at the same time, enhancing effectiveness of law enforcement.



In August 2020, WWF-Viet Nam organized “Say No To Ivory Saves Families” campaign, calling for human kindness for elephants and forest guards who are silently sacrificing their lives to protect forests, elephants, and other wild species. This was a multi-channel and multi-platform communications campaign, involving corporate partners and national parks. 140+ stories were created on social media channels, amassing nearly 850,000 reaches and 150,000 interactions.





SECTORAL TRANSFORMATIONS

3

We engage and transform targeted corporate sectors with high environmental footprint.

Green the textile industry, pg. 26

Promote sustainable banking, pg. 27

Drive plastic actions with the tourism industry, pg. 28

GREEN THE TEXTILE INDUSTRY



**IN VIET NAM
WWF HAS
ENGAGED**

**ADIDAS
H&M
HUGO BOSS
OTTO GROUP
PUMA TOMMY
HILFINGER AND
VAUDE**

**IN IMPROVED
WATER
MANAGEMENT,
ENERGY
SUSTAINABILITY
AND CLIMATE
ACTION.**

The textile and garment sector is one of the key drivers of Viet Nam's economy. As a top exporter, the sector accounts for 15% of the country's total exports and is valued at US\$ 39 billion as of 2019. It is also a heavy energy user and abstractor, and polluter of water, as sections of its supply chain Viet Nam require significant water for wet processing. This in turn generates highly polluted wastewater from chemical dyeing, and consumes large amounts of energy to boil water and to run machinery. This sector aims to transform its current reputation from being "low cost and environmentally harmful Viet Nam" to being "sustainably 'Made in Viet Nam,'" in order to attract further foreign investment and gain a competitive business edge in the global market.

Sponsored by Swiss Development Cooperation (SDC), HSBC, and Tommy Hilfiger, WWF is working with the national partners, including Ministry of Industry and Trade (MOIT), Viet Nam Textile and Apparel Association (VITAS), Vietnam Chamber of Commerce and Industry (VCCI), along with other sectoral and international partners, to transform the textile sector in Viet Nam. By engaging textile and garment producers on sectoral and environmental governances, WWF hopes to bring social, economic, and conservation benefits to the country and the entire Mekong region.

This 04-year project, launched in September 2018, is supported by the goals of improving water and energy performance while reducing their impacts; this both improves Mekong River governance and helps to lower greenhouse gas emissions driving dangerous climate change. By making textile businesses more active participants in the governance of the Mekong River and sustainable energy planning, we are creating opportunities for these businesses to discuss collective actions to achieve sustainable investment and development in the textile sector.



PROMOTE SUSTAINABLE BANKING



Financial Institutions (FIs) are particularly exposed to both risks and opportunities in the transition to a low carbon future, and are uniquely positioned to steer the direction of the global economy. By integrating Environmental, Social and Governance (ESG) analyses into their lending, investment and underwriting practices, FIs can reduce risks to their portfolios, enhance value creation and support companies as they transition to more sustainable business models. This also serves to build a stronger and more resilient global economy.

WWF-Viet Nam has been working with the banking sector and key financial stakeholders to promote sustainable finance practices. WWF-Viet Nam also assesses how well the top five listed banks in Viet Nam address ESG issues in their lending activities using the proprietary Sustainable Banking Assessment framework. The assessments are used for engagement purposes to help banks understand how they can improve on their ESG integration performance.

Furthermore, WWF-Viet Nam collaborates with banking regulators including State Bank of Viet Nam to develop sustainable banking regulations and guidelines. This includes providing technical environmental and social advice into sectoral guidelines for aquatic product processing as well as pulp & paper industries. The guidelines are toolkits to help banks assess environmental and social risks of credit projects. Such work has highlighted WWF-Viet Nam's commitment to sustainable finance, which will help channel financial flows towards sustainable activities to achieve positive environmental and social outcomes.

**WWF-VIET NAM
HAS TRAINED**

400 BANKERS

**FROM OVER
30 FINANCIAL
INSTITUTIONS**

**IN 9
INDUSTRY-
WIDE AND
BILATERAL
WORKSHOPS**

ON ESG ISSUES.

PLASTIC ACTIONS FOR TOURISM INDUSTRY



**IN 2018 - 2021,
THE PROJECT
HAS TRAINED**

Besides its beautiful beaches, rich biodiversity and delicious seafood, Phu Quoc is facing serious terrestrial and marine pollution largely from plastic waste, which is caused by the rapid development of tourism and investment, in combination with waste management incapacity. Endeavouring to protect the island from plastic waste, WWF-Viet Nam, local communities, businesses, organisations and government agencies have mobilised efforts for Phu Quoc - Toward a plastic waste-free island initiative.

60 TEACHERS

Besides training for schools, working with fishing boats and supporting local communities in plastic waste management, the project greatly engages the hospitality sector and street shops to fight against plastic waste.

**ENGAGE
400 HOUSEHOLDS**



**AND ELICIT
COMMITMENT
TO WASTE
MANAGEMENT**

**FROM
50 BUSINESSES.**

Particularly, the project made a big splash on World Ocean Day 2019, with the participation of almost 1,000 people and public commitment from the Phu Quoc's People Committee towards tackling the mounting plastic waste issue.

This is part of WWF-Viet Nam's contribution to WWF's ambitious global target of reducing plastic leakage into the ocean by 50-100% by 2035. Key strategies to achieve this include government engagement to alter policies on waste management, corporate engagement for business transformation to minimise plastic production and individual behaviour change initiatives to reduce day-to-day plastic consumption.

Corporates who sign the project commitment become pioneers in reducing plastic in their operation.

- An Nhien Retreat
- Best Western Premier Sonasea Phu Quoc
- Capella Resort
- Dusit Princess Moonrise Beach Resort Phu Quoc
- Famiana Resort & Spa
- Flipper Diving Club
- Fusion Resort Phu Quoc
- Green Bay Phu Quoc Resort & Spa
- InterContinental Phu Quoc Long Beach Resort
- JW Marriott Phu Quoc Emerald Bay
- La Veranda Resort
- Nam Nghi Phu Quoc
- Novotel Phu Quoc Resort
- Philip Cozy Bungalow
- Salinda Resort Phu Quoc
- T and T Resort
- Twosie island Company Limited
- Peppercorn Beach Resort
- Phu Quoc Ecodge
- Sol Beach House Phu Quoc

#TOGETHERPOSSIBLE

We invite you to join us to make a difference at a scale that matters. Together, we can and must redefine humanity's relationship with our planet towards a flourishing future for ourselves, our families, and many generations to come. We would love to hear more about your corporate's environmental interests, please don't hesitate to contact us at partnership.vn@wwf.org.vn.

Follow us on LinkedIn



SCAN ME



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