



# OVERVIEW OF WWF- VIET NAM CORPORATE PARTNERSHIPS FISCAL YEAR 2020

## CORPORATE PARTNERSHIPS REPORT

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## TAKING BOLD COLLECTIVE ACTION

The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – on wildlife, forests, oceans, water, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating new ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

We know that one organization alone can't effect the change needed. That is why our work on the goals and drives is strongly inclusive of our partnerships with institutions and corporations, both local and global. The changes we want to see in the world can only come about through the efforts of many actors: local communities and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers.

There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

### OUR VISION FOR CHANGE



### HOW WE MAKE IT HAPPEN

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



## OUR WORK WITH THE CORPORATE SECTOR

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. As the [2018 Living Planet Report](#) demonstrates, the challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organization to solve alone.

Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. The private sector drives much of the global economy, so we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably. The private sector is also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

By working with companies, WWF aims to change behaviour and drive conservation results that would not be possible otherwise.

More specifically, our work with the private sector aspires to do this by:

- promoting better production and responsible sourcing of raw materials that otherwise drive deforestation or unsustainable use of water;
- encouraging a switch away from fossil fuels to 100 per cent renewable energy and away from fossil fuels;
- engaging jointly on public policy;
- supporting the equitable sharing of natural resources;
- redirecting financial flows to support conservation and sustainable ecosystem management;
- raising awareness of the need to consume more wisely; and
- protecting some of the world's most ecologically important places.

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms (such as the [UN Global Compact](#), [Science Based Targets](#) and the [Consumer Goods Forum](#)) to make ambitious commitments and to engage in public policy discussions, and supporting credible certification schemes (e.g. [Forest Stewardship Council \(FSC\)](#), [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, as well as work in partnership with individual companies.

This report presents an overview of the partnerships that WWF-Viet Nam has with individual companies.

## WWF'S CORPORATE PARTNERSHIPS

Our cooperation with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public. In general, we distinguish three types of partnerships with companies:

1. Driving sustainable business practices;
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 the private sector is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of places and species for which WWF stands. This approach includes, for example, consumer actions to encourage the purchase of sustainable products 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 already committed to conservation or are undertaking substantial action to improve their sustainability performance.

As this report shows, many partnerships with companies use a combination of these approaches.

WWF works with companies to achieve our conservation goals. NGO and company partnerships involve engaging in constructive dialogue while challenging each other with real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

## 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 private sector 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-Viet Nam 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.

In financial year 2020, the total income from business represented 4.25% of the total WWF-Viet Nam income.

# INFORMATION ON WWF-VIET NAM CORPORATE PARTNERSHIPS

The following section is an overview of all the corporate partnerships that WWF-Viet Nam has with an annual budget greater than EUR25,000. Details of the partnership can be found below:



## Community-based Freshwater Resources Conservation and Management in Viet Nam

In 2018, HSBC Vietnam and its 1,300 employees pledged their support for WWF's program called "Community-based Freshwater Resources Conservation and Management in Viet Nam". The two-year project aimed to engage communities in key freshwater landscapes (Tram Chim and Vu Gia – Thu Bon river basin, respectively located in Dong Thap and Quang Nam provinces) in conservation through education, citizen science, and improved natural resource management in order to enhance environmental, social and economic benefits.

By the end of December 2019, the project successfully surpassed its objectives and more:

- Establish two conservation education programs for 8,515 students and teachers.
- Establish Community-based Ecotourism Service Partnership (CESP) to support sustainable ecotourism in Tram Chim National Park (TCNP).
- Train more than 100 members of CESP and 40 tour guides, tour operators, homestay owners, and park staff on sustainable ecotourism and financing skills.
- Establish six Water Monitoring Systems with effective communication channels, as well as six water supply stations (Water ATM).

**Industry**  
**Banking**

**Type of partnership**  
**Philanthropic**

**Conservation focus of partnership**  
**Freshwater**

**FY2020 budget range (EUR)**  
**25,000- 100,000**

- Increase the income of around 300 households in the communes by implementing BMP models.
- Change 100% of engine boats in TCNP to solar energy boats.
- Improve education and awareness-raising capacity of the community on climate change mitigation, adaptation, impact reduction and early warning systems.

The following list of companies is an overview of all the corporate partnerships that WWF-Viet Nam has with an annual budget of up to EUR25,000.

ACB

H&M

Sopex

Avery Dennison

Munsingwear

Tetra Pak

Grab

# THE WWF NETWORK\*

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## Where we work\*

Armenia	Hungary	Solomon Islands
Australia	India	South Africa
Austria	Indonesia	Spain
Azerbaijan	Italy	Suriname
Belgium	Japan	Sweden
Belize	Kenya	Switzerland
Bhutan	Korea	Tanzania
Bosnia and Herzegovina	Kosovo	Thailand
Bolivia	Laos	Tunisia
Brazil	Madagascar	Turkey
Bulgaria	Malaysia	Uganda
Cambodia	Mexico	Ukraine
Cameroon	Moldova	United Arab Emirates
Canada	Mongolia	United Kingdom
Central African Republic	Morocco	United States of America
Chile	Mozambique	Viet Nam
China	Myanmar	Zambia
Colombia	Namibia	Zimbabwe
Comoros	Nepal	
Croatia	Netherlands	
Democratic Republic of Congo	New Caledonia	<b>Other active countries/ consultants*</b>
Denmark	New Zealand	Cuba
Ecuador	Norway	Kazakhstan
Fiji	Pakistan	Kyrgysta
Finland	Panama	
France	Papua New Guinea	
French Guyana	Paraguay	
Gabon	Peru	
Georgia	Philippines	<b>WWF Associates*</b>
Germany	Poland	Argentina
Greece	Republic of Congo	Ghana
Guatemala	Romania	Latvia
Guyana	Russia	Nigeria
Honduras	Serbia	Portugal
Hong Kong	Singapore	UAE
	Slovakia	
	Slovenia	

\*As at October 2018

# 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

**+30M**

WWF has over 30 million followers on Facebook, Twitter and Google+



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