

Corporate Partnerships Report – FY 2020
WWF-Thailand
June, 2020

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.

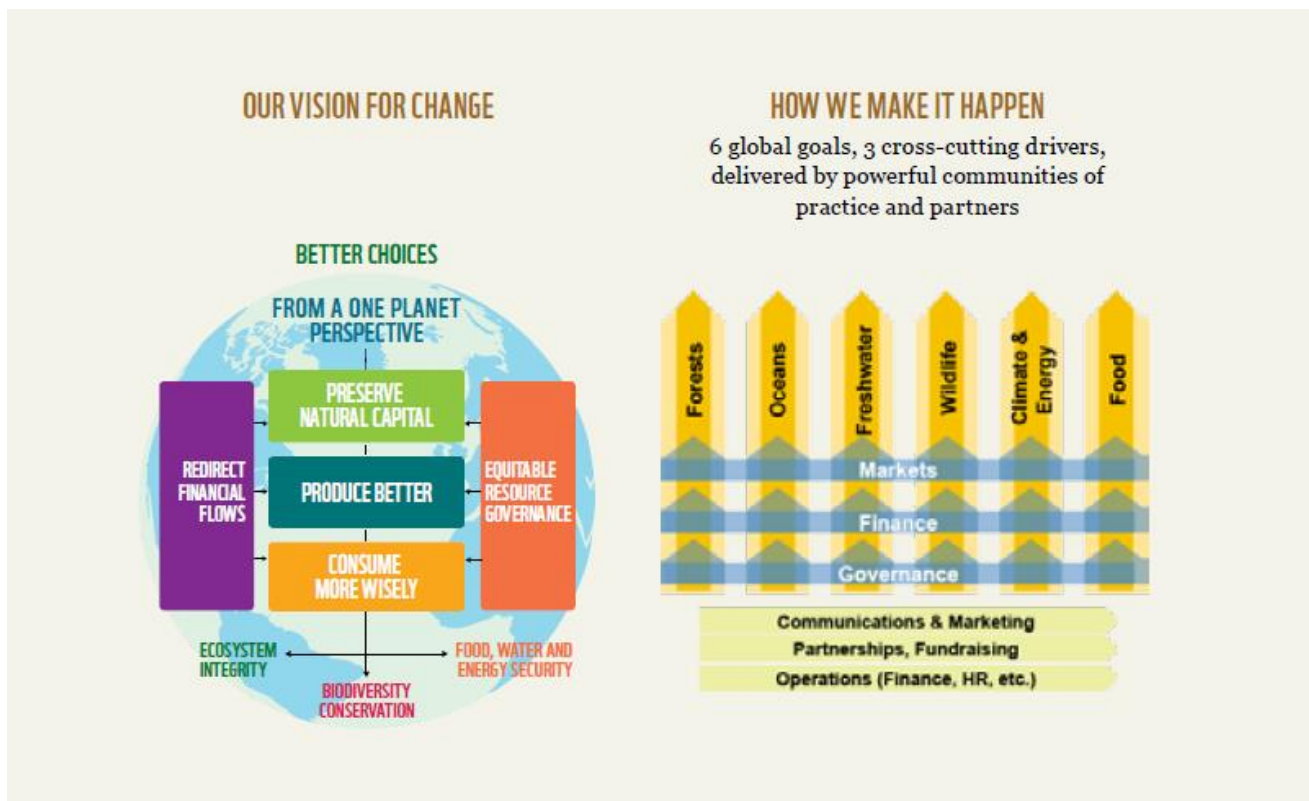
TAKING BOLD COLLECTIVE ACTION

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 – wildlife, forests, oceans, freshwater, 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 includes 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 national 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 [2020 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 corporate 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. Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

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

More specifically, our work with the corporate 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, the Consumer Goods Forum to make ambitious commitments (and to engage in public policy discussions at global and local level, 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 (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 this WWF office 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

Our 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.

2. 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 WWF's priority places and species. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as FSC-certified wood, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the tiger.

3. 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 impact.

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.

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 the corporate sector.

We want all our partnerships with companies 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 private sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue reporting publicly on all our company relationships, their intent, objectives and impacts, of which this report is one part. A Global Report of WWF's largest corporate partnerships globally can also be found [here](#).

THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF- Thailand 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.

This WWF office 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.

In FY20, income from corporate partnerships represented 14% of this WWF office's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EURO 25,000 IN FY20

Company Name	B.Grimm Joint Venture Holding Limited.
Industry	Energy Infrastructure, Health Care, Energy, Information Technology, Building & Industrial Systems, Healthcare, Lifestyle, Real Estate, Transport.
Type of Partnership	Communications and awareness raising.
Conservation Focus of Partnership	Wildlife.
Budget Range (in Euro)	100,000-250,000.
URL link to partnership webpage	www.bgrimmgroup.com

Saving a species that is rare and actively hunted like tigers is not an easy task, and without the help and support from our partners, it would not be possible. In Thailand, B.Grimm, the well-established energy, health care and real estate company, has been a major supporter of WWF-Thailand's efforts to help recover Thailand's tiger population.

The aim is to meet the "Tx2" conservation goal, set at the 2010 Global Tiger Summit in St. Petersburg, which is to double the global wild tiger population by 2022, the next Year of the Tiger according to the Chinese calendar.

It is believed that there are around 250 wild tigers left in Thailand, mostly living in the Western Forest Complex (WEFCOM), an integrated group of more than 18 national parks and wildlife sanctuaries that is considered to be the best habitat for tiger populations to replenish in Thailand. B.Grimm has directly supported strategic activities, including habitat improvement, improved enforcement and community outreach of conserving tigers, specifically in the area of Mae Wong and Khlong Lan National Parks (MWKL) area, which are located in Kamphaeng Phet province in western Thailand, near the border with Myanmar. MWKL is a first priority tiger source site for recovery as identified by Thailand's Department of Natural Parks.

The achievements resulting from the B.Grimm and WWF-Thailand partnership have been significant thus far and details of their joint activities have been published in the respected journal, *Advanced Thailand Geographic*. There are three major components to the partnership's activities: wildlife research and monitoring, strengthening enforcement and conservation education and awareness raising.

To try to save tigers, conservationists must have an accurate number of how many are actually living in the wild so a science-based methodology can be used. To compile such information, monitoring cameras have been installed as part of the partnership's campaign, and now a population baseline for tigers has indeed been established. The survey results documented that 10 tigers currently live in the area as well as 32 other mammal species, including 17 global threatened species.

Another focus of the partnership has been to increase the patrolling capacity for rangers in MWKL by equipping them with knowledge through multiple training courses to strengthen their ability to stop poachers. Rangers now patrol 16 days per month, which is even above the national enforcement standard, and a "smart" patrol database room has been built to support data analysis.

Furthermore, a solar cell system has been set up to help rangers and the team patrol the areas and support the overall efficiency of the communication system. There has also been an expansion of outreach activities, including the development of an educational training

app about tiger conservation that has been made available to 1,300 local students, teachers and villagers in the surrounding community.

It's no surprise that B.Grimm is involved in WWF-Thailand's efforts to help save the tigers from extinction since the company is well-known for its charitable work. The company's stated policy is to encourage efficient use of energy and natural resources, and to strongly implement this ethos wherever possible. B.Grimm does significant independent activities to combat climate change and wildlife conservation through a variety of ways such as reforestation projects as well as CO2 emissions reduction efforts.

Company Name	Nestlé (Thai) Ltd.
Industry	Nutrition, health and wellness company.
Type of Partnership	Driving sustainable business practices Communications and awareness raising.
Conservation Focus of Partnership	Freshwater.
Budget Range (in Euro)	25,000-100,000.
URL link to partnership webpage	www.nestle.co.th/en

The Youth Water Guardian Project, a partnership between WWF-Thailand and Nestlé Waters Thailand. The project has successfully raised awareness of the importance of water conservation among secondary students in Phra Nakhon Si Ayutthaya, to help them understand and develop sustainable solutions for their communities. In the first year, students from 14 schools had the chance to participate in a competition to design a water conservation plan for their school and its surrounding community. The competition also helped engage the local community to collaboratively conserve water and monitor their water quality. Based on the first year's competition, Saklee Witthaya School was selected as a model or pilot school to implement their plan for land management and efficient water use.

The second year's competition emphasized the importance of water conservation and sustainability in communities, and introduced a "buddy program" to build a network of sustainable communities. The program aimed to facilitate learning and knowledge sharing, and encourage schools to work together to plan and develop water resources sustainably. The program created a support network by pairing participating schools from the first year of the program with the new schools to assist them and provide advice. The winners of the second competition were Wangnoi School (Panomyong Wittaya) and their paired "buddy" school Tharuanittayanukul School. Far from discouraging students from other schools and communities to stop working on their projects, the competitions made the participants more interested in learning about water resources and conservation.

The water conservation program began and was run by students and teachers in the schools but has now expanded to their surrounding communities. Through collaboration, the program grew from the community to the provincial level. Due to the project's success, WWF-Thailand and Nestlé Waters Thailand strive to continue supporting the Youth Water Guardian Project, to educate future generations and raise awareness of the need for water conservation and sustainable water resources development.

The third year, the Youth Water Guardian Project will continue to work collaboratively with schools, communities, and the government to create a model for sustainable water use. The project will work to improve "Khlomg Khanom Chin," a local canal, to make it a model for future water conservation. Moreover, a learning center will be built near Saklee Witthaya School to showcase their best practices and serve as a model of the Youth Water Guardian

Project. The learning center will share knowledge on water conservation and community water resource management.

The fourth year, Strengthen the capacity of youth as the facilitators to run the learning center to be able to manage flow of the audience, capacity to pass on knowledge to the visitors and be able to conduct the internal training among student leaders.

And this year's fifth year, it's about waste management initiatives by working via school network, communities and government & university. For school network we will Promote and pass on knowledge for Learning centre. And for community and government we will working on waste leakage reduction.

Company Name	Nestlé (Thai) Ltd.
Industry	Nutrition, health and wellness company.
Type of Partnership	Driving sustainable business practices. Communications and awareness raising.
Conservation Focus of Partnership	Oceans. (Plastic free Oceans).
Budget Range (in Euro)	25,000-100,000.
URL link to partnership webpage	www.nestle.co.th/en

Thailand needs several landscapes in which it showcases its way out of plastic leaking into nature. With Samui island we present the coastal landscape, especially introducing the business sector as a stakeholder. We showcase a realistic and proven way out of plastic leaking as waste into nature, Samui is the missing link as a pilot model.

The critical stakeholders are selected that present the majority of all waste generation in Samui: schools, communities and local partners. WWF pulls the success stories and leadership of all projects that we have found in Thailand. Zero Waste to Street policy by segregation of waste into recyclables and non-recyclables. With this we show and optimize the true intrinsic value of all waste items (wet waste becomes fertilizer, recyclables keep clean, segregated and get sold to recyclers).

We will provide a complete system for waste.

- separation,
- collection,
- transport,
- treatment,
- recycling, and
- disposal of waste,
- while reducing the workload of the landfill in Samui.

Our programme is designed to encourage people to separate their rubbish and recycle more. Reduce illegal dumping, which in turn will reduce health risks to the local population, improve hygiene conditions and the quality of the environment.

Nestle is the number one organization to help communities on waste management and dthe success stories will scale to nationwide. With this we create jobs around effective waste collection by formalizing it, with setup, connection and education:

- To have a clear success model for a circular economy and waste management by end 2020.
- To have a physical learning center to allow for high visibility by end 2021.
- To scale up nationwide by end 2022.

Company Name	Jebsen & Jessen Group.
Industry	Cable Technology, Ingredients, Life Sciences, Packaging and Technology.
Type of Partnership	Communications and awareness raising.
Conservation Focus of Partnership	Wildlife.
Budget Range (in Euro)	25,000-100,000
URL link to partnership webpage	www.jjsea.com

Our planet's wildlife is in crisis – numbers have fallen by more than half since 1970, and species are going extinct at an alarming rate. We need to reverse this loss of nature and create a future where wildlife and people thrive again.

Asian elephant numbers in the wild have dropped by at least 50% over the last three generations and are still in decline today, classifying this species as endangered.

There are just 3,700 wild Asian elephants left in Thailand. Deforestation, loss of habitat, poaching, illegal wildlife trade, infrastructure development, and farmland expansion have threatened elephant populations across the country.

Jebsen & Jessen Group has partnered with WWF-Singapore to conserve this species through their Meet A Green Need Program which aims to improve elephant protection and management, mitigate human-elephant conflict and reduce poaching and illegal activity.

In 1997, two elephants died tragically in the Kuiburi district of Thailand. One elephant was poisoned and the other was shot and burnt. This tragedy was the result of escalating tensions between elephants and villagers. Much of the elephants' former habitat had been taken over for fruit plantations, and villages had sprung up where the elephants once roamed. The elephants, looking for new sources of food, would often raid the farmers' plantations. Countless conflicts arose between the elephants and the villagers looking to protect their property and homes. Too often, these conflicts end in tragedy, like the death of these two elephants.

In 1999, Kuiburi National Park was established created in collaboration with the Department of National Parks, Wildlife and Plant Conservation (DNP); WWF-Thailand; local communities; and a group of local authorities. Today, more than 250 wild elephants reside within the park.

Jebsen & Jessen's Meet a Green Need Program, allows participants to have a unique hands-on experience in protecting this endangered species within the Kuiburi National Park. The activities in which these participants will be involved with includes:

- Improving Wildlife Habitat through Grassland Creation & Maintenance and Invasive Weed Eradication
- Maintenance of Mineral Licks and Watering Holes
- Installation of Camera Traps
- Bird sightseeing and trails to learn more about the local biodiversity
- Community Outreach, Conservation Awareness and Education for people within the local communities

- Observing practices on how to mitigate Human-Elephant Conflict

"We are involved in environmental and community projects because we feel that this is how a business should operate, connected to and sharing experiences with the people in the communities around it." Heinrich Jessen, Chairman, Jebsen & Jessen Group.

Company Name	IKANO (Thailand) Limited.
Industry	Home furnishing.
Type of Partnership	Driving sustainable business practices. Communications and awareness raising.
Conservation Focus of Partnership	Climate & Energy
Budget Range (in Euro)	25,000-100,000
URL link to partnership webpage	www.ikea.com/th

IKEA believe that a more sustainable life at home can be nurtured since childhood. IKEA, therefore, has joined hands with WWF Thailand to run the Eco School program in order to educate and develop kids to grow their environmental-conscious mindset as well as initiate their eco-friendly projects in their schools and local communities.

WWF, in partnership with IKEA Thailand, implements the Eco-Schools This programme is a global environmental education programme created by the Foundation for Environmental Education (FEE) to increase knowledge about sustainable environmental management.

The programme and member schools continue focusing on waste management. The goal of this programme is to increase knowledge of environmental issues and to enhance teamwork and management skills in students through hands-on environmental practice in schools. We estimate that about 27,000 students and 2,000 teachers will be reached through this program and will bring positive impacts among these communities. Those schools which reach a high-level of achievement and pass the Eco-Schools programme standard will receive the globally recognized, Green Flag Award. The Eco-Schools programme contributes to the WWF global goals on Climate and Energy, Forests, Oceans, Wildlife, Food, and Freshwater Practise by raising awareness and promoting behaviour change through education with youth.

Company Name	The Mall Group.
Industry	Retails.
Type of Partnership	Communications and awareness raising.
Conservation Focus of Partnership	Ocean (Plastic free Oceans)
Budget Range (in Euro)	25,000-100,000
URL link to partnership webpage	www.themallgroup.com

Marine Plastic Pollution is an urgent issue with adverse impacts on the health of ocean ecosystem, tourism industry, the integrity of food supplies, the health of consumers, livelihoods of coastal communities, and finally to the economy. Plastic items are injuring or killing marine life directly, being mistaken for food or broken down to microplastics that attracts organic pollutants and enter into the tissue of fish and other marine life. 80% of marine plastics originate from land-based sources due to the lack of proper disposal and waste management. It is estimated that 8 million tons of plastic litter enters the ocean

every year, with the top contributing countries located in Southeast Asia namely Indonesia, Philippines, Vietnam, and Thailand. The mismanagement of solid waste on land is contributing to extensive contamination of the marine environment, as polluted rivers, tidewater, and floods wash improperly managed waste to sea.

Department store sector is one of the key players in driving changes on environmental impacts and could take leading role in plastic pollution issue focusing on innovative solutions and entrepreneurship. WWF-Thailand is seeking funding support to implement 'Tackling Plastic Pollution with Innovative Solutions' platform to bring opportunities for academia, start-ups, small business, and interested people to exhibit their own innovative ideas served a circular economy around plastics.

The Mall Group has teamed up with The World Wide Fund for Nature (WWF), The National Innovation Agency (NIA) and the Ministry of Natural Resources and Environment (MoNRE), to organize The National Innovation Competition on Thailand's Environmental Sustainability for The Royal Trophy by H.R.H. PRINCESS MAHA CHAKRI SIRINDHORN on plastic or its waste management. This prestigious national award was established to pride among the awardees, who will also be role-models in promoting innovations for the sustainability of the Thai environment and sea.

The purpose is to raise the awareness around plastic and its sustainability in the context of the Thai environment and sea. This competition is open for the public, which includes youths and university students. The innovations should be creatively addressing the concept of "not letting plastic leak into the sea", in consistency with the sustainability of the Thai environment and sea.

The Mall Group will take the lead throughout the project. The key roles will be (1) being committee members to develop evaluation criteria of the finalists and the winner, (2) preparing communication materials and promoting the competition program through media channels, (3) evaluating and selecting finalists to get grants for innovation development, and (4) voting for the innovation that is the most practical solution.

WWF aims to create practical environmental impacts to Thai society so we propose to promote the winning innovation item to become an actual business case. As a result, after the end of competition, WWF will link the winner(s) with agencies that can support/promote to materialize the innovation ideas into the business case which will finally turn the innovation into actual production by business to provide positive impacts to the environment. The agencies will then be able coach the winner(s) on setting up a business or introduce the winner(s) to potential business for future partnerships.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF EURO 25,000 OR LESS IN FY20

The following list represents all corporate partnerships that this WWF office has with an annual budget of Euro 25,000 or less (including pro bono or in-kind contributions) in FY20.

1. Agoda Company Pte. Ltd.
2. True Corporation Public Company Limited.

For further information on corporate engagement at WWF-Thailand, please contact:
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