



CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-INDIA CORPORATE PARTNERSHIPS

July 2013 to June 2014

For further information on specific partnerships, please contact

Aditi Pokhriyal (apokhriyal@wwfindia.net)

For any media enquiries, please contact

Aditi Pokhriyal (apokhriyal@wwfindia.net)

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 November 2014 by WWF- India (World Wide Fund For Nature (Formerly World Wildlife Fund). Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner.

© Text 2014 WWF-India

All rights reserved.

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 2014 *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. Recognizing the scale and complexity of the challenges, we have chosen to engage in collaborative and collective action with businesses, investors, consumers, governments and other civil society organizations to drive positive change.

OUR WORK WITH THE CORPORATE SECTOR

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), Roundtable on Sustainable Palm Oil (RSPO)).

This report focuses on the partnerships between WWF-India and 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 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.

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-India 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-India is responsible for the (contractual) agreement(s) with the companies concerned.

In 2013, the total income from business represented 13 per cent of the total WWF Network income.

WWF works with companies to achieve its 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.

INFORMATION ON WWF- CORPORATE PARTNERSHIPS

The following list of companies is an overview of the corporate partnerships that WWF-India has with an annual budget of greater than INR 20lakh. Details of each partnership can be found below:

Tata Housing

Nokia

TATA HOUSING

Working towards biodiversity conservation in mountain landscapes

Tata Housing, proponent of green housing in India, became WWF-India's conservation partner in 2013. The collaboration started with Tata Housing pledging programmatic support towards WWF-India's conservation work in Eastern Himalayas. This includes creating awareness for freshwater management in High Altitude Lakes, Springshed conservation and Red Panda conservation.

Tata Housing also supports emergency relief work in tiger landscapes in India. Together with WWF-India's support, Tata Housing has also committed to evaluating concrete ways to share best practices and promote sustainable housing across the industry.

Early 2014, Tata Housing and WWF-India expanded the partnership and launched Project SOS (Save Our Snow leopards), a crowd funding campaign aimed at raising awareness on snow leopards and garnering public support for conservation of this elusive species. Tata Housing also supports WWF-India's on ground initiatives towards snow leopard conservation.

NOKIA

Working towards raising environmental awareness

Nokia and WWF-India have had a long standing partnership for over seven years which commenced in the year 2007. Nokia started to support WWF-India's conservation work in the Southwestern Ghats landscape, extending towards forest restoration, wildlife, livelihoods initiatives, the Anayrangal elephants and the Nilgiri tahr.

The partnership further expanded in 2009, when Nokia started to support WWF-India's Riverwatch Project. The partnership aims at lobbying with decision-makers to halt and reverse the rapid decline of habitat quality and important aquatic biodiversity, including Indus river dolphins, in the rivers, Satluj, Beas and Ravi and the Harike Wetland via scientific research. With Nokia's support, WWF-India also works with local communities in the area to provide alternative methods of livelihoods through products made out of water hyacinth, a local invasive weed that grows in the river.

Nokia also supports WWF-India's tiger conservation work in the Terai Arc landscape in the Corbett Tiger Reserve. The work involves capacity development for frontline staff of the forest department through strengthening the existing training mechanism and infrastructure.

In 2014, WWF-India and Nokia expanded their partnership under 'Create to Inspire' Fellowship, a programme that provides young people with a platform to use their creativity to build innovative campaigns and inspire people to practice a green lifestyles through the mediums of art, music, film, photography, theatre and dance.

CORPORATE ID CARD

Type of partnership:

Philanthropic
Communication and awareness raising
Sustainable business practices

Conservation focus of partnership

Biodiversity
Sustainable Housing

FY2014 budget: above 40 lakhs

CORPORATE ID CARD

Type of partnership:

Philanthropic
Communication and awareness raising

Conservation focus of partnership

Biodiversity
Alternative livelihoods

FY2014 budget: above 30 lakhs

The following list represents all corporate partnerships that WWF-India has with an annual budget up to INR 20 lakhs

Canara HSBC Oriental Bank of Commerce Life Insurance

Creative Travel

C & S Electric

Grundfos Pumps India Private Limited

Ibex Expeditions

ICICI Bank

Ram Jethmalani Foundation

THE WWF NETWORK*

WWF Offices

Armenia

Azerbaijan

Australia Austria

Belgium

Belize Bhutan

Bolivia Brazil

Bulgaria

Cambodia

Cameroon

Canada

Central African Republic

Chile China

Colombia

Cuba

D.R. of Congo

Denmark

Ecuador Finland

Fiji

France

French Guyana

Gabon

Gambia

Georgia

Germany

Ghana Greece

Guatemala

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 globally

+ 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.

www.wwfindia.org