



# CORPORATE PARTNERSHIPS REPORT

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OVERVIEW OF WWF-PARAGUAY CORPORATE PARTNERSHIPS  
FISCAL YEAR 2016

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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.

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## TAKING BOLD COLLECTIVE ACTION

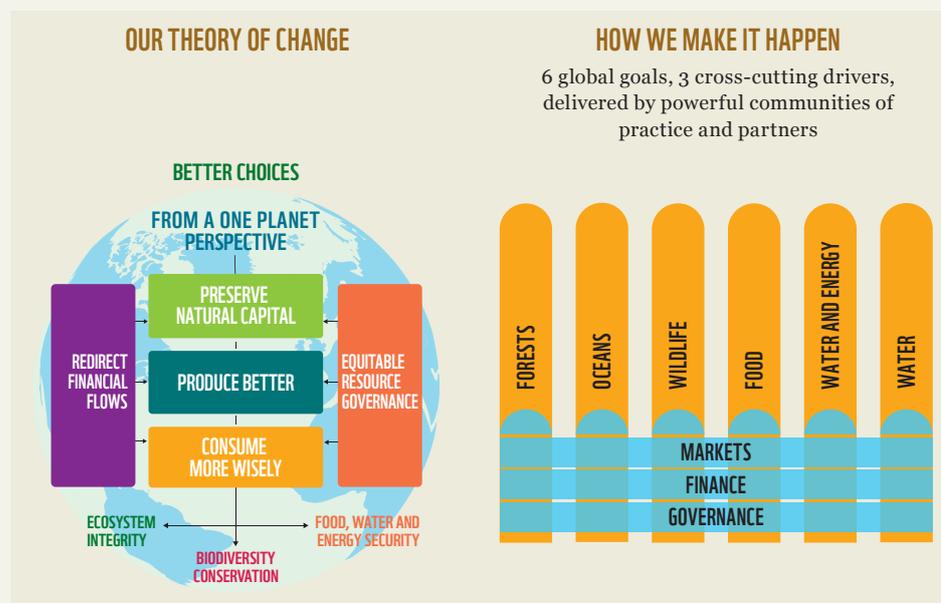
WWF has embarked on a journey of deep internal transformation that will make us stronger and more effective as we tackle the challenges and capitalize on the opportunities that lie ahead.

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 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 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 focuses on the partnerships between WWF-Paraguay and 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.

## 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. 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.

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 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-Paraguay 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-Paraguay is responsible for the agreements with the companies concerned. The activities of the engagements in all these cases take place in Paraguay.

## INFORMATION ON WWF-PARAGUAY CORPORATE PARTNERSHIPS

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The following list represents all corporate partnerships that WWF-Paraguay had in fiscal year 2016 with an annual budget of more than USD 25,000. Details of each partnership can be found below:

Minerva Foods
Neuland Cooperative
Sudameris Bank

## MINERVA FOODS

Minerva is one of the most important meat processing companies in South America. Minerva Foods and WWF are working together on reducing deforestation and promoting the production of sustainable beef in the Paraguayan Chaco as part of an alliance of eight stakeholders – the Forest Conservation Agriculture Alliance (FCAA). The FCAA project is a public-private partnership between government, companies and civil society organizations. The project is predominantly funded by USAID with Minerva Foods also contributing significant funds. As part of the alliance, Minerva is supporting cattle ranchers to adopt better sustainable production practices through technical assistance and on developing traceability and monitoring systems along their supply chain.

WWF’s role in the alliance is to lead in coordinating and executing activities in support of the alliance objectives. In addition, the project will identify model farms where other ranchers can be trained and observe first-hand how the adoption of sustainable production standards can increase productivity and reduce environmental impacts in the Chaco.

## NEULAND COOPERATIVE

The Neuland Cooperative is an association of Mennonite settlers residing in the Central Chaco that facilitates the various production possibilities in agriculture and livestock farming, as well as the processing, distribution and export of products. Neuland Cooperative has initiated a new program to achieve full legal compliance and sustainable production. In this context, Neuland Cooperative joined the Forest Conservation Agriculture Alliance (FCAA) project in 2015, predominantly funded by USAID with contribution of the cooperative. FCAA project aims to identify and test sustainable management systems that increase the land productivity of the cooperative members, while in the meantime reduce negative environmental and social impacts. Neuland Cooperative also seeks to raise awareness on environmental compliance and design innovative production models. As a member of the alliance, Neuland Cooperative will develop a sustainable landscape vision as well as an environmental and forestry policy that guarantees a mapping of priority areas for conservation, biological corridors and sustainable development of the area managed by the cooperative.

WWF’s role in the alliance is to lead in coordinating and executing activities in support of the alliance objectives.

CORPORATE ID CARD

Industry  
**Food (processing and products)**

Type of partnership  
**Sustainable business practises**

Conservation focus of partnership  
**Commodities (beef)**  
**Climate**  
**Forest**

FY2016 budget range (USD)  
**25,000 - 100,000**

For more information, click [HERE](#)

CORPORATE ID CARD

Industry  
**Food (processing and products)**

Type of partnership  
**Sustainable business practises**

Conservation focus of partnership  
**Commodities (beef)**  
**Climate**  
**Forest**

FY2016 budget range (USD)  
**100,000 - 250,000**

For more information, click [HERE](#)

## SUDAMERIS BANK

With the support of the Dutch Development Bank (FMO), Sudameris Bank, in cooperation with WWF, has launched the Social and Environmental Guide for sustainable financing of cattle sector in 2016. This document attaches sustainability criteria to lending and investment conditions and is the result of a 2-year cooperation between Sudameris Bank, FMO and WWF.

CORPORATE ID CARD

Industry

**Banking**

Type of partnership

**Sustainable business practises**

Conservation focus of partnership

**Commodities (beef)**

**Climate**

**Forest**

FY2016 budget range (EUR)

**25,000 – 100,000**

For more information, click [HERE](#)

## OTHER WWF-PARAGUAY CORPORATE PARTNERSHIPS

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The following list contains all corporate partnerships that WWF-Paraguay had in fiscal year 2016 with an annual budget under USD 25,000 or on a pro bono basis.

Pro bono partnerships have significant impact on our conservation work, on raising awareness of key conservation issues with new audiences. This report includes Cervepar (Cervecería Paraguay S.A.) and Villa Morra Shopping as pro bono examples.

CERVEPAR S.A. ❶
Villa Morra Shopping ❶
Gráfica Nobel S.A.

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### WWF INITIATIVES MENTIONED IN THIS REPORT

❶ Earth Hour: is WWF's global environmental movement. Born in Sydney in 2007, Earth Hour has grown to become the world's largest grassroots movement for the environment, inspiring individuals, communities, businesses and organizations in over 7,000 cities and 170 countries and territories to take tangible climate action. Over the past nine years, WWF teams have used Earth Hour to drive people-powered environmental efforts and in 2015, the movement powered over 625,000 individual actions for the planet, including 379,000 actions such as distributing LED lights, recycling and tree planting and 247,000 signatures and pledges received for climate petitions.

## CERVEPAR S.A.

### Partners for Earth Hour

March 2015, CERVEPAR - the largest beverage company of Paraguay- launched a media and digital campaign to raise awareness on the importance of Earth Hour called “Encendé el cambio, apagá todo” (Turn on the change, turn off everything), supported by its corporate social responsibility initiative. In addition, CERVEPAR sponsored the Earth Hour event in Asunción, the capital city.

For more information, watch the CERVEPAR campaign video [HERE](#)



Source: CERVEPAR Facebook.

## VILLA MORRA SHOPPING

### Awareness campaign towards Mother Earth conservation

Villa Morra Shopping and WWF jointly developed an awareness campaign called “Dale un respiro a mamá” (Give mom a break) on Mother’s Day. The campaign aimed to raise awareness of the importance of Mother Earth conservation, especially native forests. Villa Morra Shopping organized an environmental fair to donate 8,000 native trees for adoption, equivalent to the amount of trees deforested during one hour in Paraguay. The campaign was well received by schools, universities, companies and clients, who contributed the goal, which was exceeded by a wide margin reaching 9,125 trees delivered and planted. In addition, Villa Morra Shopping hosted and sponsored the Earth Hour event in Asunción.

For more information, click [HERE](#)



Source: Villa Morra Shopping Facebook.

# THE WWF NETWORK\*

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## WWF Offices\*

Armenia	Hong Kong	Spain
Australia	Hungary	Suriname
Austria	India	Sweden
Azerbaijan	Indonesia	Switzerland
Belgium	Italy	Tanzania
Belize	Japan	Thailand
Bhutan	Kenya	Tunisia
Bolivia	Korea	Turkey
Brazil	Laos	Uganda
Bulgaria	Madagascar	United Arab Emirates
Cambodia	Malaysia	United Kingdom
Cameroon	Mexico	United States of America
Canada	Mongolia	Vietnam
Central African Republic	Mozambique	Zambia
Chile	Myanmar	Zimbabwe
China	Namibia	
Colombia	Nepal	<b>WWF Associates*</b>
Croatia	Netherlands	Fundación Vida Silvestre (Argentina)
Democratic Republic of Congo	New Zealand	Pasaules Dabas Fonds (Latvia)
Denmark	Norway	Nigerian Conservation Foundation (Nigeria)
Ecuador	Pakistan	
Fiji	Panama	
Finland	Papua New Guinea	
France	Paraguay	*As at August 2016
French Guyana	Peru	
Gabon	Philippines	
Georgia	Poland	
Germany	Romania	
Greece	Russia	
Guatemala	Singapore	
Guyana	Solomon Islands	
Honduras	South Africa	

# 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

**+25M**

WWF has over 25 million followers on Facebook, Twitter and Google+



**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.org.py](http://www.org.py)