



CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-MESOAMERICA CORPORATE PARTNERSHIPS FISCAL YEAR 2020

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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

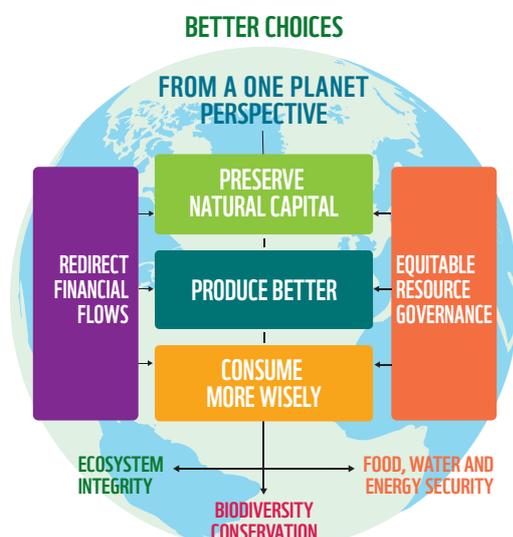
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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 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: local communities and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers.

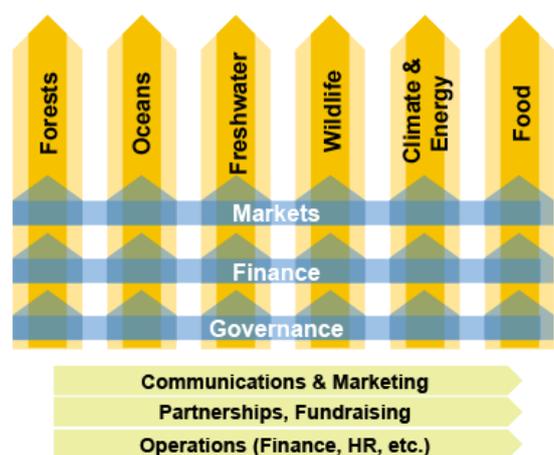
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

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 [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 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), [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, as well as work in partnership with individual companies.

This report presents an overview of the partnerships that WWF-Mesoamerica 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 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 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.

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. 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-Mesoamerica 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-Mesoamerica 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 financial year 2020, the total income from business represented 6.7% of the total WWF-Mesoamerica's income.

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.



Alianza Global WWF-Coca Cola

Conservación de Agua Dulce

Países (años)

Regiones del mundo incluyendo el Arrecife Mesoamericano

Países (años)

Regiones principales:

- 1. El Pacífico/China
- 2. Cuencas del Arrecife Mesoamericano



INFORMATION ON WWF- MESOAMERICA CORPORATE PARTNERSHIPS

The WWF Mesoamerica office oversees execution of projects in all countries of Central America: Belize, Guatemala, El Salvador, Honduras, Nicaragua and Costa Rica. It has a regional office based in Guatemala and two field offices: one in Belize and one in Honduras.

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

Bottling Improvement Group
(for a project based in Guatemala)

Funcación Cervecería Hondureña
(for a project based in Honduras)

BOTTLING IMPROVEMENT GROUP (ABASA & LOS VOLCANES)

Country

Guatemala

Industry

Beverages

Type of partnership

Philanthropic partnership

Conservation focus of partnership

Freshwater

FY 2020 budget range (EUR)

100,000-200,000

For more information, click [HERE](#)

The Global WWF-Coca-Cola Company Alliance

The Global WWF - Coca-Cola Company Alliance has been active in the Mesoamerican Reef since 2007. Working with local Coca-Cola bottlers and civil society we have achieved the following results in Guatemala:

500 hectares of cloud forest protected from forest fires threat

Governance mechanism for one watershed

2000 persons sensitized to the importance of integrated watershed management

72 hectares of reforestation/regeneration

36 forest firefighters trained and equipped

FUNDACIÓN CERVECERÍA HONDUREÑA S.A.

Country

Honduras

Industry

Beverages

Type of partnership

Philanthropic partnership

Conservation focus of partnership

Freshwater

FY 2020 budget range (EUR)

25,000-100,000

For more information, click [HERE](#)

The Global WWF-Coca-Cola Company Alliance

The Global WWF - Coca-Cola Company Alliance has been active in the Mesoamerican Reef since 2007. Working with local Coca-Cola bottlers and civil society we have achieved the following results in Honduras:

50 hectares of agroforestry

27 smallholders trained on better agriculture practices and agroforestry systems

27 agroforestry systems

Marketing strategy for agroforestry products

The following list represents all corporate partnerships that WWF-Mesoamerica has with an annual budget of EUR25,000 or less in FY20.

Ingenio Magdalena
(for a project in Guatemala)

Coca-Cola Latin Center
(for a project in Guatemala)

Ernst & Young
(for a project conducted in
Guatemala, Honduras, El
Salvador and Costa Rica)

WWF WORLDWIDE NETWORK*

Where we work*

Armenia	Gabon	New Caledonia	Uganda
Australia	Georgia	New Zealand	UK
Austria	Germany	Norway	Ukraine
Azerbaijan	Greece	Pakistan	USA
Belgium	Guatemala	Panama	Vietnam
Belize	Guyana	Paraguay	Zambia
Bhutan	Honduras	Peru	Zimbabwe
BIH	Hong Kong	Philippines	
Bolivia	Hungary	PNG	Other active countries/ consultants*
Brazil	India	Poland	Cuba
Bulgaria	Indonesia	Republic of Congo	Kazakhstan
Cambodia	Italy	Romania	Kyrgystan
Cameroon	Japan	Russia	
Canada	Kenya	Serbia	Associates/Partners*
CAR	Korea	Seychelles	Argentina
Chile	Kosovo	Singapore	Ghana
China	Laos	Slovakia	Latvia
Colombia	Madagascar	Slovenia	Nigeria
Comoros	Malaysia	Solomon Islands	Portugal
Croatia	Mexico	South Africa	UAE
Denmark	Moldova	Spain	
DRC	Mongolia	Suriname	
Ecuador	Morocco	Sweden	*As at April 2019
Fiji	Mozambique	Switzerland	
Finland	Myanmar	Tanzania	
France	Namibia	Thailand	
French Guyana	Nepal	Tunisia	
	Netherlands	Turkey	

**OUR MISSION IS TO CONSERVE
NATURE AND REDUCE THE
MOST PRESSING THREATS
TO THE DIVERSITY OF LIFE
ON EARTH.**



**Working to sustain the natural
world for the benefit of people
and wildlife.**

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