



CORPORATE PARTNERSHIP REPORT

FY 2021-22 **WWF MEXICO**

INTRODUCTION



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.
- 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.
- 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

OUR WORK WITH THE CORPORATE SECTOR

OUR PILLARS





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 eligible 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.

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WWF'S CORPORATE PARTNERSHIPS

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.

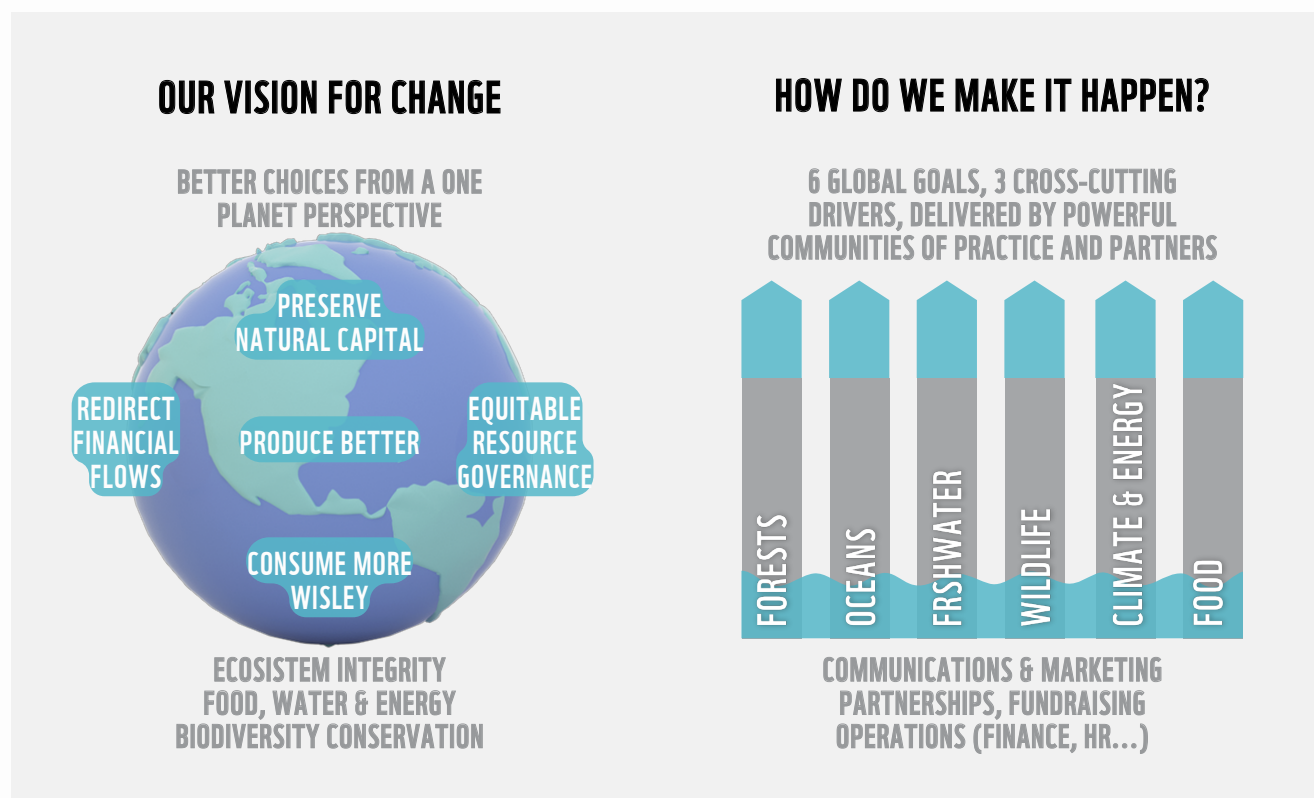
We want all our partnerships with companies to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have, therefore, started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the private sector and specifically 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.



HOW WE DO IT?

1. Research, analysis and mapping.
2. Analyse corporate trends, best practices, initiatives & brand fundraising priorities.
3. Explore global WWF partnerships and opportunities.
4. Linking local conservation needs, external conservation allies and fundraisings partners, in line with the partners' strategies and engagement approaches.



THE REPORT


The aim of this report is to give an overview of the partnerships that WWF Mexico 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 FY21, income from corporate partnerships represented 52% of this WWF office total income.



TRANSFORMATION: OUR DRIVE

We want to help companies to reduce their ecological footprint and contribute to nature conservation. By working with the corporate sector, we can achieve results that may not be achieved by WWF or the corporate partners alone.





OUR PARTNERS

**PARTNERSHIPS WITH AN
ANNUAL BUDGET OF MORE
THAN 300,000 USD IN FY21**

OUR PARTNERS



**PARTNERSHIPS WITH AN
ANNUAL BUDGET OF MORE
THAN 300,000 USD IN FY21**

Company name

Telmex - Telcel

Industry

Communications and Technology

Type of partnership

Philanthropic and Communications and awareness raising

Conservation focus of partnership

- Forests
- Oceans
- Wildlife

Budget range (USD)

\$1,428,121.50



Working together for the protection of global and national priority species

Since 2003, The Fundación Telmex-Telcel - WWF partnership has achieved important results for both nature and people. In association with local communities, civil society, public authorities and scientists, it has provided financial and technical support to implement long-term conservation projects.

With regard to terrestrial ecosystems, the alliance has supported the National Jaguar Census, a study of the situation and size of the species and that of its preys in more than 16 sites, so as to elaborate more accurate conservation strategies. It has worked to develop the Monarch Butterfly Biosphere Reserve (MBR), enhancing regional cooperation to decrease illegal logging and conducting yearly scientific surveys to determine the Monarch's hibernation population and changes. With regard to marine ecosystems, it has lead, in the Sea of Cortez, scientific research focusing on whales, sharks, sea turtles and 12 other species. Likewise, it has participated in the development of a whale shark refuge in the Gulf of California and the Revillagigedo Biosphere Reserve, the largest fishing free area in North America.

Finally, through the 'Nature at your school' program, the alliance has sought, since 2014, to raise awareness about the importance of conserving nature, reaching 121,000 students in more 1,100 schools across every state of the country.



Company name

IKEA Social Entrepreneurship

Industry

Social Entrepreneurship

Type of partnership

Driving Sustainable Business Practices benefiting the community

Social entrepreneurship

Financing Conservation - CZH (Water)

Conservation focus of partnership

Freshwater / Forests / Sustainable Production Practices / Livelihood

Budget range (USD)

\$329,566.50

Improving the livelihoods of rural communities while implementing sustainable productive practices

IKEA Social Entrepreneurship in partnership with WWF delivers a 3 year program to strengthen 13 communities conservation enterprises (CCEs) in the Copalita-Zimatán-Huatulco watersheds, Oaxaca. This program aims at reconciling nature conservation and social benefits, with a special focus on women and youth.

The 13 CCEs are mainly dedicated to agriculture and plant production for reforestation through agroecological practices that contribute to landscape restoration and freshwater conservation. They include mushroom, avocados, or vanilla culture, and the production of organic mezcal, among others. The “Nature Pays” approach aims at supporting these CCEs, providing technical support, building capabilities, improving governance structures, helping them to gain access to markets and ensuring that the project benefit the communities from which they rise.

The Copalita-Zimatán-Huatulco watersheds where is implemented this program are a unique centre of endemism with temperate forest, cloud forest, tropical dry forest, mangroves and coral reefs. The upper and middle parts of the watershed are inhabited mostly by indigenous Zapotec communities.

This collaboration benefits 285 people, members of the CCEs, of which 152 are women. Additionally, 1,362 of their family members are indirectly positively impacted through improvements in their food and their environment, healthier forests, freshwater and soils, as well as better incomes thanks to the sale of their products. Together IKEA Social Entrepreneurship and WWF are developing an innovative and participatory case of how to work in harmony with nature and livelihood creation that will provide key lessons that can be scaled-up and replicated.

A close-up photograph of a leopard's face, showing its distinctive rosette pattern and intense gaze.

**PARTNERSHIPS WITH AN
ANNUAL BUDGET OF MORE
THAN 100,000 USD IN FY21**



Company name

Reckitt Benckiser - Airwick

Industry

Personal care & cleaning products

Type of partnership

-Cause Marketing Campaign

Conservation focus of partnership

Michoacán (Terrestrial Ecosystems)
Monarch Butterfly Flyway and wildflower habitats. (Air wick)

Budget range (USD)

\$135,000

Habitat restoration through reforestation in the Monarch Butterfly Biosphere Reserve (MBBR), native wildflowers and other pollinators conservation

Reckitt - Air Wick® Aceites Esenciales and WWF Mexico decided to pool their efforts to conduct habitat restoration through reforestation and conservation activities in the Monarch Butterfly Biosphere Reserve (MBBR) in the states of Mexico and Michoacan. Threatened by the loss of host plants due to herbicide use, land use change and changes in climate during their breeding season, migratory monarch population has diminished by 80% in the past 20 years.

In the aim to help address this situation, project goals for 2021-2024 seek to:

- Restore 630 hectares of priority forests for monarch butterflies, by planting 750,000 trees produced in local community-based nurseries, generating the creation of 35 permanent and 140 temporal jobs.
- Protect 13,500 hectares of the existing forests through mechanisms of community monitoring.
- Preserve native wildflowers and other pollinators by the implementation of three aromatic gardens, managed by Purepechan women in Patzcuaro municipality, for the extraction of natural scents.



Company name

AXA & Fundación AXA
A partnership by WWF France implemented
by WWF Mexico.

Industry

Services-Insurance

Type of partnership

Philanthropic

Conservation focus of partnership

- Forests
- Freshwater
- Climate Change

Budget range (USD)

\$125,000

Contributing to freshwater conservation, soil and landscape recovery in the Copalita-Zimatán-Huatulco watersheds, Oaxaca

AXA joined a multi-stakeholder project to conserve the Copalita-Zimatán-Huatulco (CZH) watersheds in the southern mountains of the state of Oaxaca. These watersheds, home of 26 of the country's 34 different types of vegetation are of paramount biological importance. Despite their good level of conservation, the region faces increasing threats such as deforestation, advance of unsustainable agriculture and presents an increasing vulnerability to climate change effects.

The WWF-Fundación AXA México's program for the 2020-2022 period seeks to restore up to 90 hectares of forest by planting 30,000 native plants annually. These plants will be produced by three nurseries under the form of community driven organizations, one for each level of the watershed. Attention will be placed on the strengthening of the organizations' governance structures, with a gender equality perspective.

The program aims at driving agricultural innovation so as to foster sustainable practices, improve soil health, waste valorisation and water use. It will bring technical support, including soil analyses, machines for the grinding of rocks into rock flour or the transformation of waste into biofertilizers, among others. These sustainable practices will be enabled by capacitation programs based on the socialisation of local, technical and scientific knowledge

**Company name**

Coca-Cola & Arca Continental

Industry

Beverages

Type of partnership

Financing the restoration and conservation of aquifers in Chihuahua (Water)

Conservation focus of partnership

- Freshwater conservation

Budget range (USD)

Coca-Cola: \$100,000

Arca Continental: \$25,000

WWF, Fundación Coca-Cola y Arca Continental work for the conservation of aquifers in the Chihuahua urban area

WWF, The Coca Cola Foundation, and Arca Continental, along with government agencies, civil society and scientists, have united in the “Conservation of aquifers in Chihuahua” nature-based initiative to tackle water scarcity in Chihuahua's capital. Since 2006, WWF, the Gonzalo Río Arronte Foundation and the Coca-Cola Foundation have sought solutions and implemented initiatives that put people at the center and harness the power of nature to reduce water shortages in Chihuahua.

The three year program seeks to protect, restore and monitor the city's four main aquifers (Chihuahua-Sacramento, El Sauz-Encinillas, Tabalaopa-Aldam y Ojos del Chuviscar). Such aquifers, on which more than 3 million people in the state of Chihuahua depend for their consumption, are indeed a formidable way to store water precipitations in a safe and natural way. To that date, the groundwater deficit in the four aquifers that supply water to the city of Chihuahua amounts to 137 million cubic meters.

To ensure their restoration, the project will try to foster the penetration of water from the ground to the subsoil into these aquifers, through the identification and protection of optimal areas of infiltration, the building of infiltration systems and the capacitation of local actors to conserve and multiply these systems. The project will seek to raise awareness of the local population to the importance of aquifers and to find solutions reconciling urban growth and water safety.

Company name

HSBC

Industry

Bank & finance

Type of partnership

- Financing conservation in (CZH) watershed in Oaxaca (Water) and Marismas Nacionales, Nayarit.
- Reforestation* (Paperless campaign).

Conservation focus of partnership

- Freshwater conservation & reforestation

Budget range (USD)

\$125,000



Reforestation in the Copalita basin (Oaxaca) and "Paperless" campaign for the sensible use of resources

WWF and HSBC have pooled their efforts since 2020 to contribute to the reforestation of the Copalita River basin, in the southern state of Oaxaca. The project aims at planting 100 thousands trees to conserve forests and protect water flows. This program will take place in eight municipalities and will benefit to more than 1300 inhabitants of the Copalita-Zimatán-Huatulco watersheds, including Zapotecs populations.

HSBC's contribution to the project presents a twofold benefit: on the one hand, the institution is launching the "Paperless" campaign, aimed at encouraging people not to print their receipts at ATMs and to save paper made from wood, thereby raising awareness of the importance of caring for forests. On the other hand, it will donate the savings from each unprinted voucher to carry out reforestation activities in the CZH watershed, benefiting people and nature.

HSBC is also providing support to the WWF activities in the San Pedro Mezquital River, which is a key area for wildlife and potable water in southern Durango. It is also directly linked to the Marismas Nacionales, in Nayarit, the most extended mangrove in the Mexican Pacific.



PARTNERSHIPS WITH AN ANNUAL BUDGET OF LESS THAN 100,000 USD IN FY21



Company name

Air BnB

Industry

Hospitality and tourism

Type of partnership

Sustainable tourism

Conservation focus of partnership

Transformative and General Public Campaign (Financing Conservation and Biodiversity)

Budget range (USD)

75,000



WWF and Airbnb collaborate to promote sustainable and responsible practices in the touristic sector in biodiverse areas

In December 2020 Airbnb and WWF joined forces to contribute to sustainable, safe, responsible and inclusive tourism through the "Mexico por Tierra" initiative, consisting of five touristic routes (Guadalajara-Mazatlán, Mexico City-Acapulco, Tuxtla Gutierrez-Calakmul, Merida-Campeche and Cancun-Mahahual). These routes seek to be an alternative to mass tourism and are located in biodiverse areas critical to the conservation of the jaguar, a feline classified as "near threatened" by the IUCN.

Through animations and infographics on Airbnb and WWF's sustainable tourism hub, the "Sustainable Travel: Connecting with Life" campaign encourages sustainable practices, such as caring for biodiversity and support of local communities depending on the touristic sector.

The partnership promotes 30 tourism ventures that offer adventure activities, community inclusion and environmental conservation. They will allow people to travel more safely and learn more about local communities, while contributing to economic recovery following the Covid-19 pandemic.

Company name

Tous

Industry

Jewelry

Type of partnership

Cause Marketing Campaign. Create awareness on the importance to preserve biodiversity

Conservation focus of partnership

- Wildlife

Budget range (USD)

50,000



TOUS launches Save jewelry collection in Mexico in support of WWF

TOUS launched in February 2021 the SAVE jewelry collection, created by Eugenia Martínez de Luján. Five percent of the proceeds from its sales in Mexico will go to WWF Mexico. The collection represents a journey through nature with 7 endangered animals: the bear, giraffe, toucan, lion, elephant, rhinoceros and monkey and 2 symbols of Africa the hut and the savannah tree.

In Mexico, 3 species of monkey, 2 of bear and 4 of toucan are threatened and are on the International Union for Conservation of Nature (IUCN) Red List of Threatened Species. The collection consists of necklaces, bracelets, earrings and rings made in sterling silver vermeil, some of the motifs combined with multicolored sapphires.



Company name

Mezcal Amarás

Industry

Wine & Spirits Industry

Type of partnership

Driving sustainable practices

Conservation focus of partnership

- Forests
- Freshwater
- Community engagement in conservation

Budget range (USD)

25,000

Driving Sustainable Practices in the Agave-Mezcal Production System in the Central Valleys of Oaxaca

The partnership between WWF and Mezcal Amarás has sought, since 2020, to foster sustainable practices for agaves cultivation, and the related mezcal production. The overall objective is to develop a pilot project of sustainable production with the participation of three women mezcal producers in the communities of Santa María Velató, San Luis Amatlán y Santiago Matatlán, in Oaxaca.

The first pillar of the project aims at tackling water scarcity that affect cultivation by fostering Models of Sustainable Water Use (MUSA in Spanish). Capacitation workshops and eco-techniques have been implemented, along with technical support consisting of the installation of water purifying filters and rainwater harvesting systems, among others. Secondly, the project seeks to implement a regenerative agriculture, through the elaboration of bio-inputs and the capacitation of producers to more sustainable practices.

The third pillar of the project is structured around a reforestation process based on native plants used in mezcal production. The nursery to produce these plans is now operational, producing 5000 plants, and benefiting more than 100 people from a neighbouring community.



Company name

Creel, García-Cuellar, Aiza y Enríquez

Industry

Law Services

Type of partnership

Services Collaboration

Partnership with WWF Mexico: Advancing Conservation and Corporate Responsibility

For more than 17 years, the law firm Creel, García-Cuellar, Aiza y Enríquez has offered legal expertise to WWF Mexico, supporting in the realm of contracts, agreements, and intellectual property rights. This collaboration enables the execution of WWF Mexico's conservation initiatives and public awareness campaigns. It also guarantees adherence to legal and regulatory requirements within the Mexican context. Together, we foster a culture of teamwork and corporate accountability.



THANK YOU!

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