



Corporate Partnerships

Report FY 2019

WWF-Bolivia

March, 2020

This WWF office has not been involved in a formal bilateral partnership with a company in FY19.

However, we are preparing ourselves for a more strategic approach to Corporations. For this reason, in 2019, we implemented a brand perception study with different publics, including companies with local and regional presence, in order to measure the acknowledgment on what we do and their interest in being part of Environmental Projects.

As part of the study sample, 10 companies were interviewed. The main results showed that at different levels of knowledge, all private companies have a favourable discourse towards environmental issues. Some of them (4) have a public position committed to the environment. Others (3) have a superficial knowledge and a distant and expectant stance on environmental issues. There is a clear tendency to carry out communication activities and actions, of an environmental nature, within companies. 6 out of 10 companies implement actions like recycling or recover their waste. For the most part, companies value the benefit that WWF can bring in terms of image and expressed interest or intention to listen to WWF's proposals, in order to carry out joint work.

Based on this study, we have worked in a communications and marketing strategy, that will improve Organizations visibility, reaching also companies, motivating them to reach us. We have also mapped the companies, in different areas, to prioritize those that are more aligned with our work and show more interest in environment.

It is important to note that WWF, as a global network organisation, works with the corporate sector in the majority of its offices, and has committed itself to publicly report these engagements.

We are living beyond our means and our planet's ecological limits. As the 2018 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.

Business drives much of the global economy, so we believe that companies also have a specific responsibility to ensure that the natural resources and ecosystems which underpin their own operations are used sustainably. By working with the private sector, WWF aims to change behaviour and drive conservation results that would not be possible otherwise:

- promote better production and responsible sourcing of raw materials;
- encourage a switch to 100% renewable energy and away from fossil fuels;
- engage jointly on public policy;
- support the equitable sharing of natural resources;
- redirect financial flows to support conservation and sustainable ecosystem management;
- raise awareness of the need to consume more wisely; and
- protect some of the world's most ecologically important places.

In general, WWF works with companies in three ways:

1. Driving sustainable business practices

We seek to change practices throughout a company's operations and value chain.

2. Communications and awareness raising activities

We raise awareness of key environmental issues and mobilise consumer action.

3. Philanthropic relationships

We raise money through these relationships for our priority conservation projects

All WWF offices are committed to publicly report all our company relationships, their intent, objectives and impacts. A Global Report of WWF's largest corporate partnerships globally can also be found on www.panda.org/business.

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

- María del Carmen Carreras, Corporate and Market Management for Conservation (mcarreras@wwfbolivia.org)
- Alfonso Llobet Querejazu, Planning, Monitoring and Evaluation Coordinator (allobet@wwfbolivia.org)
- Andrea Cabrera Ovando, Communications and Marketing Official (acabrera@wwfbolivia.org)