



WWF

REPORT

MEXICO

CORPORATE PARTNERSHIPS REPORT

FY 2020 **WWF MEXICO**

March 2021

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.

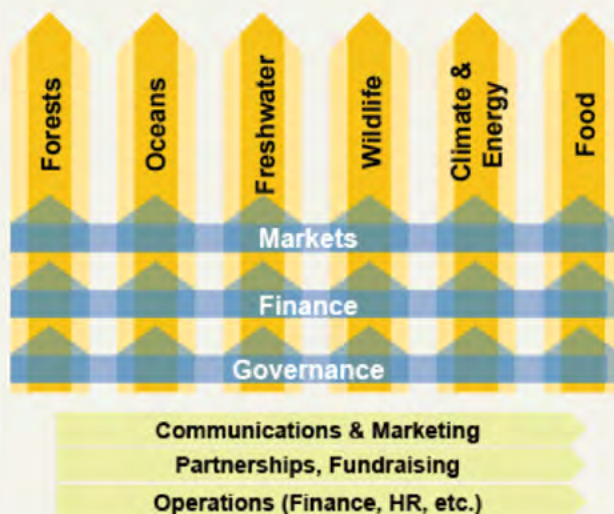
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

OUR 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 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 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, 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

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 negligible 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.

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](#).

THIS 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 FY20, income from corporate partnerships represented 52% of this WWF office total income.

**PARTNERSHIPS WITH AN
ANNUAL BUDGET OF MORE
THAN 25,000 EURO IN FY20**



Carey Turtle (*Eretmochelys imbricate*). ©Alianza WWF Telcel

Company Name
Fundación Telmex-Telcel

Industry
Communications and
Technology

Type of Partnership
Philanthropic and
Communications and
awareness raising

**Conservation Focus of
Partnership**

- Forests
- Oceans
- Wildlife

Budget Range (in Euro)
1-3 million



Alianza
FUNDACIÓN
TELMEX telcel

Working together for the protection of global and national priority species

WWF-Mexico and Fundación Telmex-Telcel have been partners since 2003 working together to preserve the biodiversity and natural resources of Mexico, impacting positively the local communities who steward the country's vast nature. This partnership has provided continued financing for key conservation efforts, implementing strategies for threatened and endangered species and their habitats and has established a pioneering conservation platform that involves the participation of businesses, civil society, government, local communities and scientists. Conservation efforts focus on 5 areas, the protection of the Monarch Butterfly Biosphere Reserve (MBR), where yearly scientific surveys are implemented to determine the Monarch's hibernation population and changes in the core zones of the reserve; scientific research in the Sea of Cortez, studying 15 different species including whales, sharks and sea turtles; support for the National Jaguar Census, a key study contributing to the national jaguar conservation strategy; development of innovative tools for conservation of priority species; and environmental education, awareness and communication.

This long standing partnership has provided the technical basis to (1) dramatically decrease illegal logging in the core zone of the MBR; (2) declare a whale shark refuge in the Gulf of California and the Revillagigedo Biosphere Reserve, the largest fishing free area in North America; and 3) establish the national jaguar population census to design and define effective conservation strategies, among many other. In addition the program 'Nature at your school' which seeks to raise awareness about the importance of conserving nature in Mexico has been globally recognized and has reached out to more than 900 schools distributed along 25 States of Mexico, benefiting 90,000 students.

Together Fundación Telmex-Telcel and WWF achieve meaningful conservation results by implementing long-term projects to protect key species and their habitats, ensuring environmental services essential for people and nature.



Vanilla producers from San Pedro el Alto, Oaxaca. ©WWF

Company Name
IKEA Social
Entrepreneurship

Industry
Social Entrepreneurship

Type of Partnership
Driving Sustainable
Business Practices and
Livelihood Creation

Conservation Focus of Partnership

- Freshwater
- Forests
- Sustainable Production Practices
- Livelihoods

Budget Range (in Euro)
250,000-500,000



Social Entrepreneurship

Improving the livelihoods of rural communities while implementing sustainable productive practices

IKEA Social Entrepreneurship in partnership with WWF delivers a 3 year programme for social impact and livelihood through nature conservation with a special focus on women and youth, by strengthening 13 community conservation enterprises (CCEs). The 13 CCEs are mainly dedicated to agriculture and plant production for reforestation through agroecological practices that contribute to landscape restoration and freshwater conservation. The programme is implemented in the Copalita-Zimatán-Huatulco watersheds in the southern mountains of the state of Oaxaca, a unique centre of endemism with temperate forest, cloud forest, tropical dry forest, mangroves and coral reefs. The upper and middle parts of the watersheds 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 benefited with improvements in their food and their environment by having healthy forests, freshwater and soils, as well as better incomes thanks to the sale of their products. This programme improves the CCEs members' management skills, business and marketing plans to increase market access opportunities with better organizational and governance structures, while respecting their values and cultures. 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.



Reforestation at Alternativa Agrícola Suchixtepec, Oaxaca. ©WWF

Company Name
Caudalie

A partnership by WWF France
implemented by WWF Mexico

Industry
Cosmetics

Type of Partnership
Philanthropic Collaboration

Conservation Focus of Partnership
- Freshwater
- Forests
- Climate Change

Budget Range (in Euro)
100,000-250,000

CAUDALIE

Biodiversity Conservation at the Copalita-Zimatán-Huatulco watersheds in Oaxaca

Since 2016 Caudalie partnered with WWF to deliver a project to benefit Mexican Forests in the CZH watersheds, located in the south of Mexico's state of Oaxaca. They cover an area of 268,023 ha and include 26 of the country's 34 vegetation types. The CZH watersheds connect three different ecosystems, pine-oak forests in the upper part, cloud forests in the middle and dry tropical forest in the lower part. Threats to the landscape include deforestation, reduction in water availability, forest fires, land use change for conventional agriculture, and unplanned tourism activities. The partnership between Caudalie and WWF was set to recover soil and forest cover to support water infiltration, reduce the impact of conventional agricultural activities, strengthen three community based companies which produce native plants for each type of forest in the watershed and improve ten rural communities' productive sustainable practices for their social and economic benefit. Over 400 hectares of pine and mesophyll forest, gallery forest, and tropical dry forest, have been reforested with over 1,000,000 million trees (native species), which were sustainably produced and more than 300 people have been trained in the implementation of agroecological innovations to contribute to soil recovery.



San Miguel Suchixtepec landscape located in the upper part of the Copalita-Zimatán-Huatulco watershed (CZH). ©Greta Spota, WWF

Company Name

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

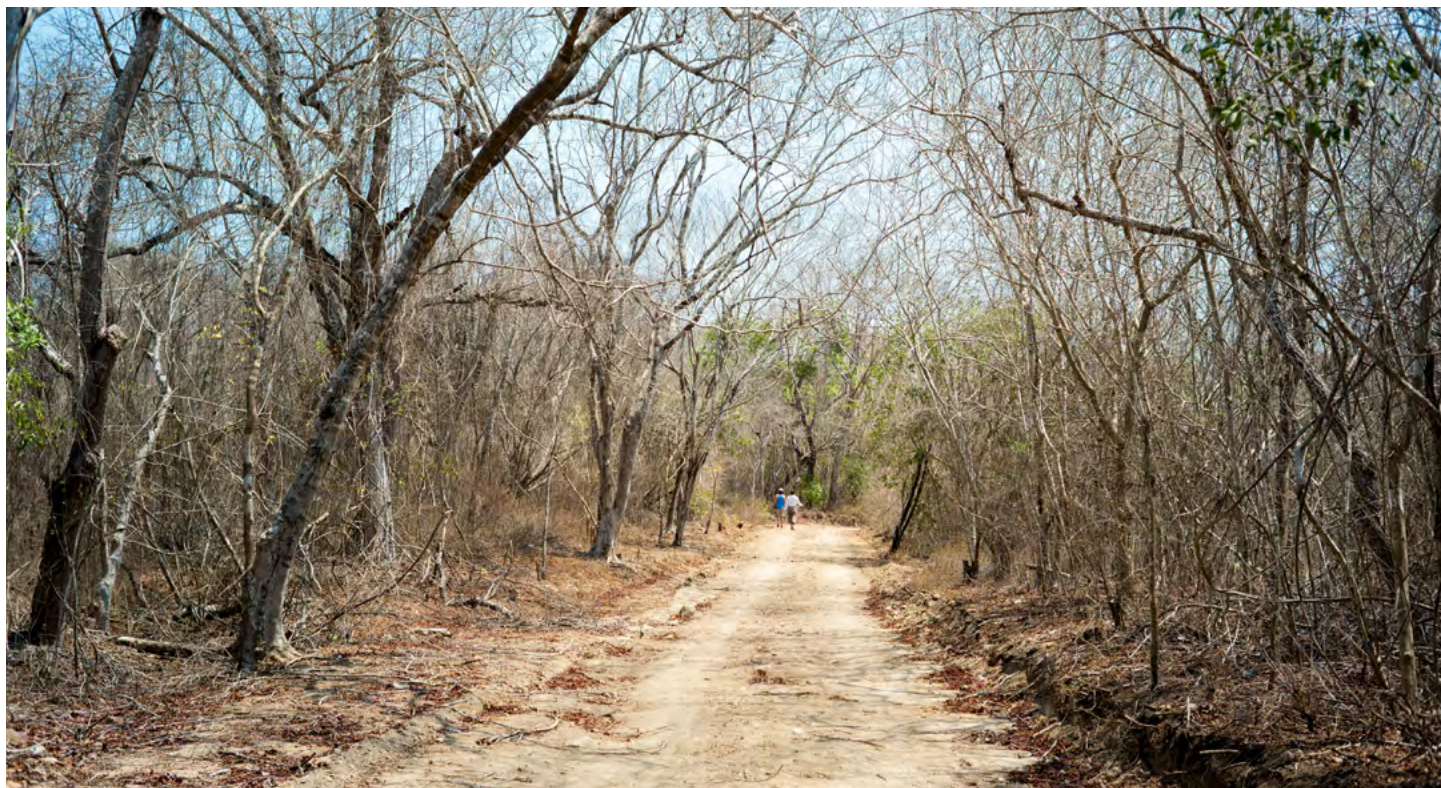
Budget Range (in Euro)

25,000-100,000



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. This initiative contributes to landscape and soil recovery in the region. The CZH watersheds nourish mesophyll forests, gallery forests, and tropical dry forests. Given their biological importance these watersheds were designated by the Mexican National Commission for Biodiversity (CONABIO) as priority conservation sites. 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. This multi-stakeholder collaboration is needed to address complex environmental problems and ensure the sustainability and continuity of the project over time. With AXA's support we continue reforestation with native species in the region aiming to produce at least 90,000 plants to reforest 90 hectares of forest and train over 50 people from local communities in the use of agroecological practices, engaging them in conservation activities. Together we help boost the economic recovery of local communities affected by the COVID-19 pandemic.



Tropical Dry Forest in the lower part of the Copalita-Zimatán-Huatulco watershed. ©WWF

Company Name

Renault

A collaboration by WWF France implemented by WWF Mexico

Industry

Car Industry

Type of Partnership

Driving sustainable business

Conservation Focus of Partnership

- Climate Change

Budget Range (in Euro)

25,000-100,000



RENAULT
Passion for life



Renault – WWF Mexico mobility project

As part of the partnership between WWF France and Renault, WWF Mexico is conducting a research project that aims to explore people's behaviour regarding different mobility options and understand perceptions and opinions of potential users within the corporate sector about car-sharing programmes. This project is carried out in collaboration with several companies from different economic sectors and is based on a survey, including a series of focus groups targeting employees, as well as interviews with selected managers. This partnership aims to explore mobility needs during and after COVID-19 in the corporate sector, the employee's knowledge and opinions about new schemes for car-sharing programmes, as well as environmental behaviours shed light and help identify viable options in the journey towards sustainable mobility. Results from this project will be published in June 2021.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF 25,000 EURO OR LESS IN FY20

The following list represents all corporate partnerships that this WWF office has with an annual budget of Euro 25,000 or less (including pro bono or in-kind contributions) in FY20.



Working with communities of Maestros Mezcaleros, installing a dry toilet and a water harvesting system. ©Mbis Bin

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 (in Euro)

<25,0000



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

WWF and Mezcal Amarás partnered to drive sustainable production practices for mezcal production (a distilled alcoholic beverage made from different types of agave, related to Mexican indigenous traditions and culture) and cultivation of agaves. The project introduces Models of Sustainable Water Use (MUSA in Spanish) and agroecological practices implemented by the communities' of maestros mezcaleros (mezcal producers) who are part of the company's value and supply chain, with a special focus on women inclusion. The overall objective is to develop a pilot project with the participation of three women mezcal producers to deliver environmental sustainability in the productive, ecological and family context of maestros mezcaleros involved in the artisan elaboration of mezcal for Mezcal Amarás. A forestry component is included to analyse the consumption of firewood in mezcal production. One nursery to recover vegetation used in the production of mezcal is now operating to produce 5000 plants for reforestation and more than 100 people from 1 community in the region are benefited. This initiative recognizes the role of women in the use and conservation of natural resources and generates a case to be scaled-up and replicated.



Part of the Creel team that supported WWF. ©Creel

Company Name

Creel, García-Cuellar, Aiza y Enríquez

Industry

Law Services

Type of Partnership

Services Collaboration

Budget range (in Euro)

Pro-bono

C R E E L GARCÍA-CUÉLLAR
AIZA Y ENRÍQUEZ

For over 15 years the law firm Creel, García-Cuellar, Aiza y Enríquez has assisted WWF Mexico with high quality legal advice in diverse areas, including the elaboration of contracts, agreements, corporate engagements, and intellectual property rights. This partnership contributes to the implementation of WWF Mexico's conservation projects and awareness campaigns by tackling different legal and intellectual property rights issues. It also contributes to compliance obligations and to a better understanding of the Mexican regulatory and legal framework. Together Creel and WWF Mexico promote a collaboration culture and corporate responsibility.

OTHER CORPORATE ENGAGEMENT INITIATIVES



Ren Mex workshop. ©WWF

Name of the Initiative

Ren MX

Industry

Renewable Energies

Type of Partnership

Driving sustainable business practices

Conservation Focus of the Initiative

Climate change



The Ren mx initiative was launched in 2017 by WWF Mexico to help the Mexican business sector to be more competitive through the consumption of renewable energy, which helps to decarbonize its operations and increase the proportion of renewable sources in the Mexican electricity grid. This platform provides relevant and simplified information about the electricity market in Mexico and the available options to acquire renewable energy, share success stories to promote learning and eliminate existing barriers. Ren mx also provides training to companies in the process of acquiring renewable energy. As of today, Ren mx has over 1,200 followers on LinkedIn, 170 active users on our online platform and two thirds of Ren mx members have completed renewable energy deals in the last three years, adding 798 MW of new renewable energy capacity onto Mexico's power grid. In 2020 Ren mx hosted 3 buyer's meetings with an average participation of 30 end-users and issued the first edition of the Ren mx Forum, gathering over 150 off-takers and project developers. Available case studies and publication include renewable energy procurement case studies, state-of-the-Mexican market and implications of the proposed regulatory changes reports, a catalog with over 60 developers and service providers and a survey with 37 qualified users from the Mexican wholesale electricity market.



Cattle. ©Shutterstock

Name of the Initiative
Mexican Roundtable on Sustainable Livestock

Industry
Food Industry

Type of Partnership
Driving sustainable business practices

Conservation Focus of Partnership
- Food
- Forests

Mexican Roundtable on Sustainable Livestock

WWF promoted the launching of the Mexican Roundtable on Sustainable Livestock in 2018 to generate solutions that contribute to driving sustainable practices in the livestock value chain, considering social, environmental and economic aspects. This initiative is currently made up of 27 organisations from different sectors, including livestock producers, private sector, academy, international and civil organisations, as well as government institutions. More than 10 companies are part of this effort. WWF brings together different actors to drive change towards sustainable livestock practices, generating positive impacts for people and nature.

The Mexican Roundtable on Sustainable Livestock is part of the Global Roundtable for Sustainable Beef (GRSB).

**For further information on corporate engagement
at WWF Mexico, please contact:**

Greta Spota Diericx
Senior Manager Corporate Engagement



gspot@wwfmex.org

