

An aerial photograph of a lush green landscape. A winding river flows through a vast, flat, green field, possibly a wetland or marsh. The river is dark blue and meanders through the landscape. In the background, there is a dense forest of tall trees. The sky is blue with some white clouds. The overall scene is a beautiful representation of a natural ecosystem.

Two worlds, one planet

*Business and
NGO collaboration*

Susan Roxas
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AGENDA

- **Collaboration: Reasons & Risks**
- **How to collaborate**
- **WWF's corporate partnerships**
- **Case studies**

We consume the natural resources of 1.5 planets yearly

WWF's Living Planet Report 2014



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Collaboration: Reasons & Risks



Why collaborate? “Two worlds, one planet”

Why NGOs work with Business

- Significant corporate resources and reach have immense impact on natural capital
- Industry has a key role in shaping the future and is primed to lead on change and innovative solutions
- Need integrated approaches to systemic problems
- Collective action can influence governments; transform sectors
- Funding/project support

Deliver social and environmental sustainability impact at scale

Why Business works with NGOs*

- Subject matter expertise
- Gain credibility
- Track emerging issues
- Community relations
- Good corporate citizenship
- Cause-related marketing
- Large INGOs have influence and the power to convene major players

*Top reasons Business works with NGOs, 2014 Green Biz NGO Report

Manage risk, strengthen investor relations, demonstrate sound management

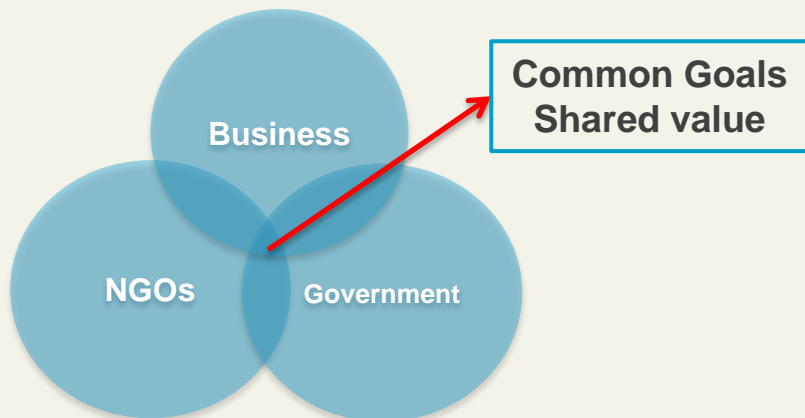
The risks of working together

Corporate perspective

- NGO as watch dogs, critical friends
- Need to be transparent and thus, accountable
- NGOs don't understand corporate thinking, language and culture
- What returns on investment?

NGO perspective

- Brand/reputational risk
- Lack of corporate transparency
- Greenwash
- Scale of sustainability measures and level of commitment?
- Profits above planet and people?
- Roles are not clear - Partners, consultants, beneficiaries?



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How to collaborate



Areas of collaboration

1. Transformation and Innovation

- Climate and Energy
- Sustainable Production
- Water Stewardship
- Financial Flows

2. Product-related collaboration, joint communications: Engage Hearts and Minds

3. Conservation project support and funding

Market pull

Market tipping points

Scalable new ideas

Staff outreach, business education, consumer outreach

Our ability to deliver conservation

Engage, Inform, Influence

- **Bilateral partnerships**

- Assist financial institutions to better integrate environmental, social and governance factors in their business models

- **Sector level**

- Facilitate / support industry platforms for best practices sharing;
- Support development of industry standards
- Use as a platform to disseminate research

- **Regulators / Central banks**

- Civil society advisor for sustainability regulations in the Finance Sector

- **Campaigns**

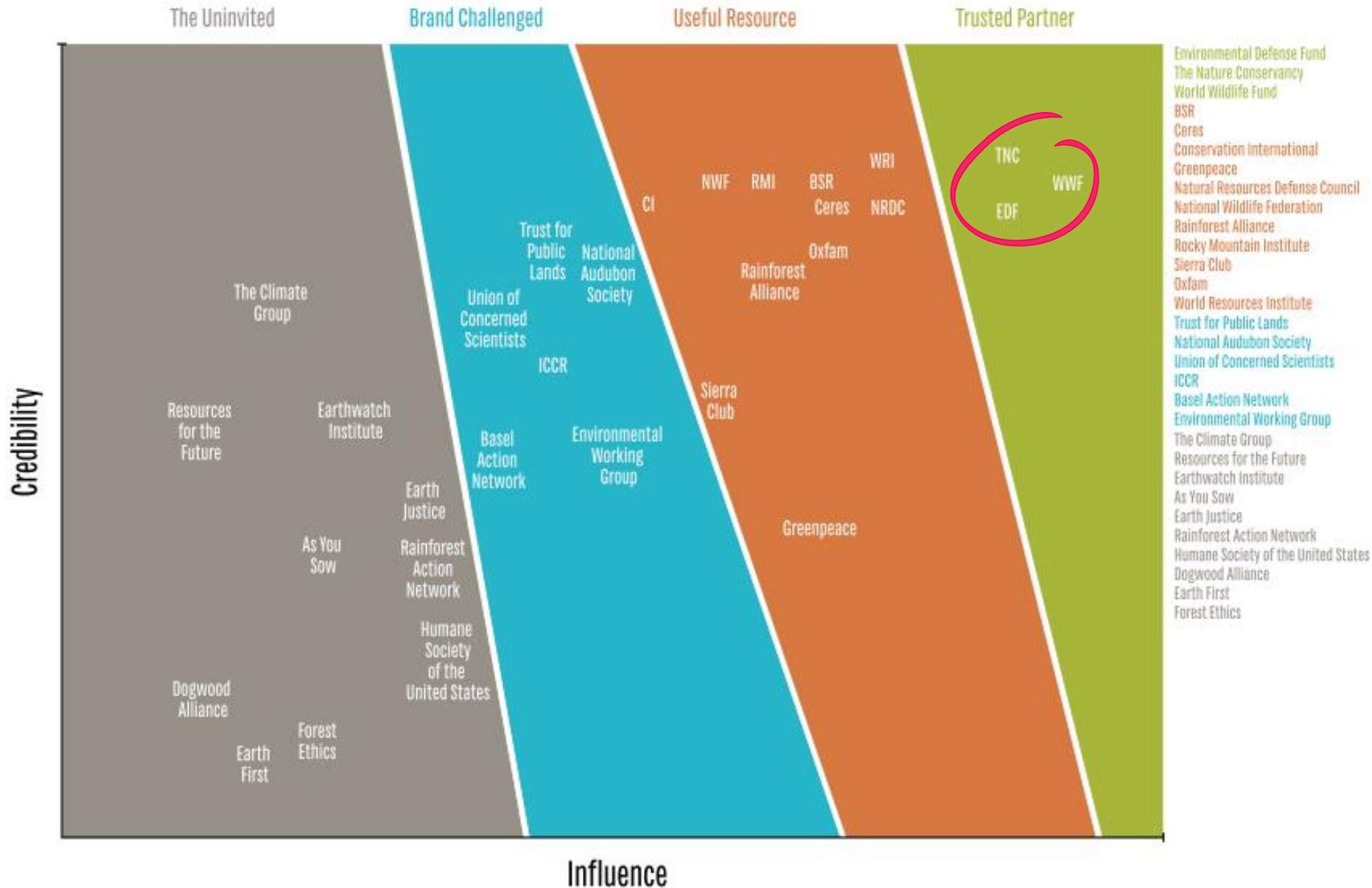
- Break the barriers / Speed up change

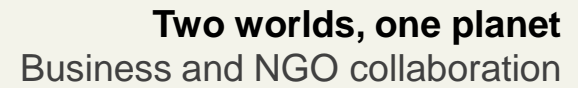


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WWF's Corporate Partnerships

How Companies Rate NGOs





Highlights of corporate engagement areas and nation-wide offices

- [illegible]



WWF's Corporate Partnerships

1. 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.

2. Communications and awareness raising

Raising awareness of key environmental issues and mobilizing public action through communications campaigns.

3. Philanthropic partnerships

Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation.

The win – win scenario

❖ WWF

- Achieve conservation objectives
- Reach out to a larger audience

❖ Businesses

- Reduce environmental impacts and increase sustainability
- Enhance corporate image via engagement with consumers, staff and partners



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Case Studies



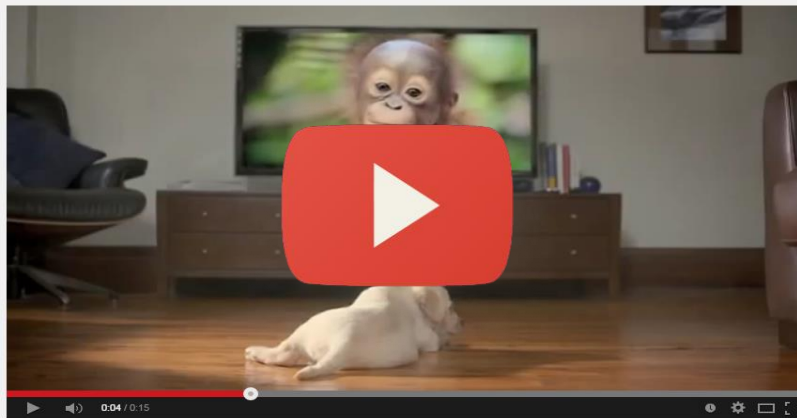
WWF & Kimberly Clark

Driving sustainable business practices

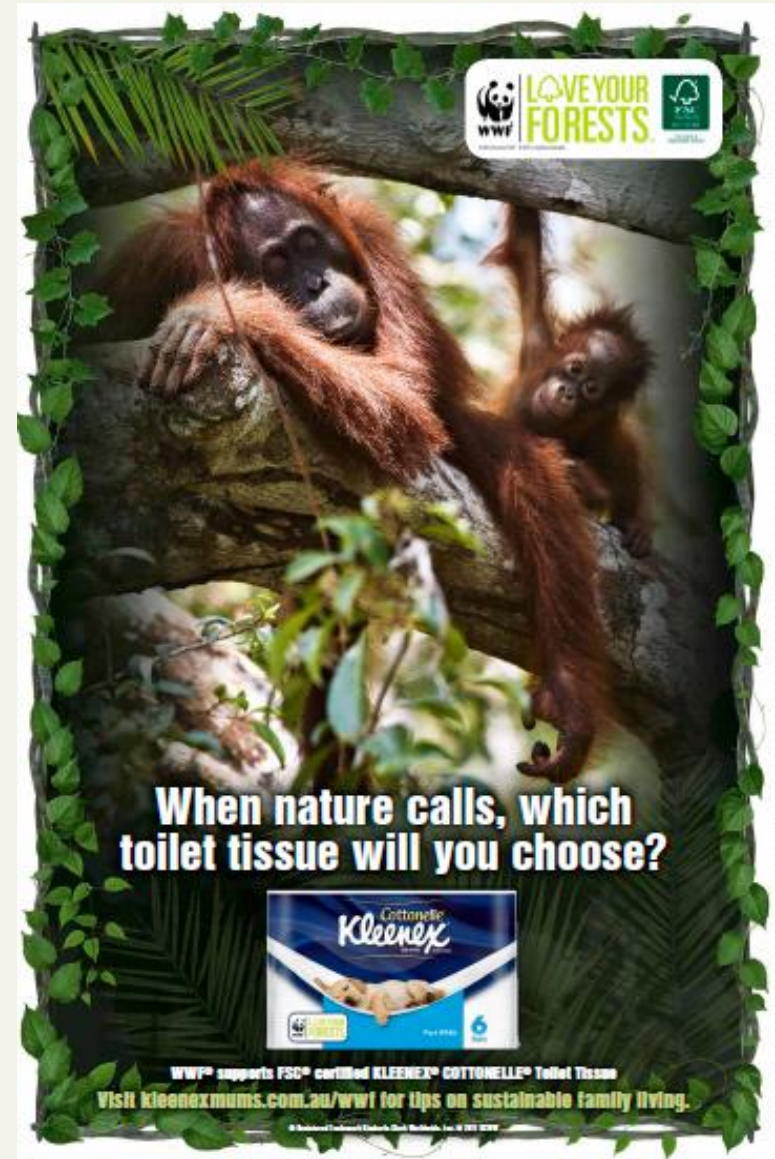
Consumers are educated on sustainable consumption

Forests are protected

Brand engagement increases



When Nature Calls - Kleenex Cottonelle WWF FSC 15s





Two worlds, one planet
Business and NGO collaboration

A WWF advertisement for Cottonelle toilet tissue. The background is a lush green forest scene with two orangutans, an adult and a young one, perched on a tree branch. The entire scene is framed by a decorative border of green leaves and vines. In the top right corner, there is a white rectangular box containing the WWF logo, the text "LOVE YOUR FORESTS" in green, and the FSC logo. In the bottom left corner, there is a product shot of a Cottonelle toilet tissue roll with the WWF logo and "LOVE YOUR FORESTS" text. The main text in the center reads "Choose a toilet tissue that doesn't wipe away their environment." in large, bold, white letters. Below this, in smaller yellow text, it says "WWF® supports FSC® certified KLEENEX® COTTONELLE® Toilet Tissue". At the very bottom, in small white text, it says "© Registered Trademark Kimberly-Clark Worldwide, Inc. © 2011 Kelle".

**Choose a toilet tissue that doesn't
wipe away their environment.**

WWF® supports FSC® certified KLEENEX® COTTONELLE® Toilet Tissue

kleenexmums.com.au/wwf

“Love Your Forests has not only increased our sales and market share but also contributes to the protection of forests by increasing understanding of FSC and responsible forestry.”

Jacquie FegentMcGeachie

Associate Director of Corporate Affairs and Sustainability, Kimberly-Clark Australia and New Zealand

WWF & Unilever Austria

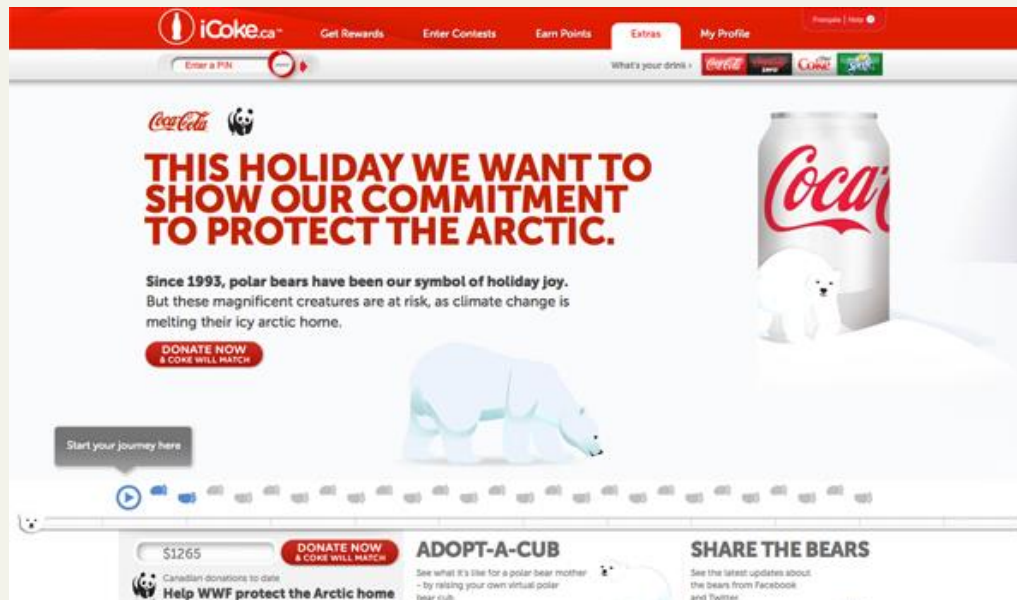
In-store cause related marketing campaign





Two worlds, one planet
Business and NGO collaboration

WWF & Coca Cola's 'Arctic Home' joint-communications campaign





Two worlds, one planet
Business and NGO collaboration

Ecosystems conservations and restoration

Protecting nature and improving people's livelihoods



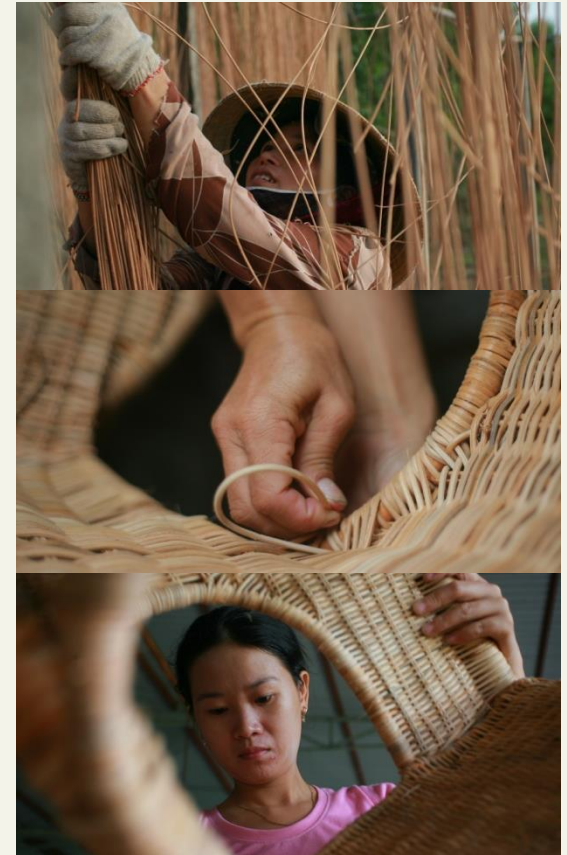


Two worlds, one planet
Business and NGO collaboration

Establishing sustainable supply chains

International corporations and local companies

Pangasius industry in Mekong Delta





WWF's Corporate Partners

PHILIPS

Coca-Cola

HSBC 
The world's local bank

 Microsoft

The
WALT DISNEY
Company

 Nestlé

Schneider
Electric

Walmart 

 **Kimberly-Clark**

IBM

Johnson & Johnson



IKEA

 **TOYOTA**

 iTunes®

Google

HYATT®

hp


ERNST & YOUNG

SONY

NOKIA

Sprint 

 **ELOPAK**
Together we make packaging work


®

H&M

AVON
the company for women

ABB

 **Abbott**
A Promise for Life

AEON



 **NATIONAL
GEOGRAPHIC**

VOLVO

Canon



Unilever



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Business and NGO collaboration

Thank you

http://vietnam.panda.org/en/corporate_engagement/