



WWF

KOREA



CORPORATE PARTNERSHIPS REPORT WWF-KOREA

FISCAL YEAR 2022 (JULY 2021 - JUNE 2022)

WWF (World Wide Fund for Nature)

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.

For more detailed information about the partnerships

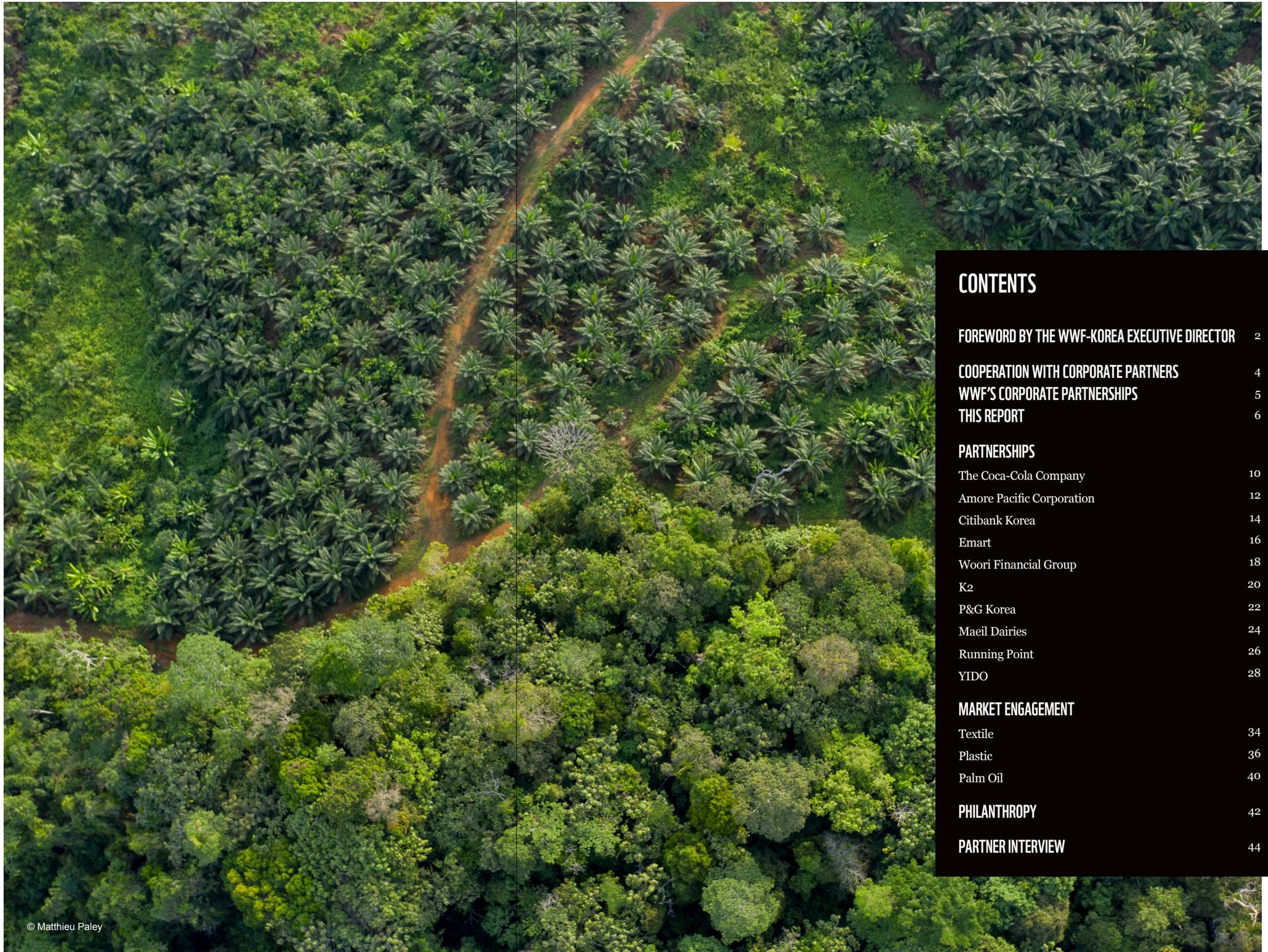
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CONTENTS

FOREWORD BY THE WWF-KOREA EXECUTIVE DIRECTOR	2
COOPERATION WITH CORPORATE PARTNERS	4
WWF'S CORPORATE PARTNERSHIPS	5
THIS REPORT	6
PARTNERSHIPS	
The Coca-Cola Company	10
Amore Pacific Corporation	12
Citibank Korea	14
Emart	16
Woori Financial Group	18
K2	20
P&G Korea	22
Maeil Dairies	24
Running Point	26
YIDO	28
MARKET ENGAGEMENT	
Textile	34
Plastic	36
Palm Oil	40
PHILANTHROPY	42
PARTNER INTERVIEW	44

FOREWORD BY THE WWF-KOREA EXECUTIVE DIRECTOR



YoonHee Hong
Executive Director,
WWF-Korea

As the corporate ESG trend continues from last year, companies are displaying more interest in biodiversity and conservation of nature day by day. With such interests in hand, WWF has been committed to a sustainable transition of corporations. In terms of nature conservation, market transition and the role of the private sector is indispensable. The boundary between market transformation and WWF's global conservation activities under 6 practices: Climate & Energy, Ocean, Forests, Wildlife, Freshwater, and Food is becoming more ambiguous. Market transition is critical to resolve problems concerning biodiversity risk and to utilize natural resource sustainably. Therefore, WWF has been underscoring the importance of market transformation in partnership with the private sector internally.

In March this year, the United Nations Environment Assembly (UNEA) adopted a resolution to conclude a legally binding treaty as the first step to ending plastic pollution. Regulations and policies to prevent pollution throughout the entire life cycle of plastics will be established, and countries, businesses, and society as a whole will be held responsible for their misuse of plastics. Both stakeholders and the public worked together to ensure the adoption, but global companies also gathered their voices together to demand the adoption of the international treaty. Subsequently, companies need to actively lead policy changes and consumer behaviors in addition to transitioning their businesses.

WWF believes that changes in the production and consumption systems can bring about a future in which the Earth and humans coexist in harmony. In line with this mission, we have been planning a diverse range of projects with companies across various industries and also conducting corporate employee engagement and consumer awareness activities to bring changes to the entire chain of supply and consumption. In order to lead changes in policies and consumers, companies need to transform their entire supply chain from production to consumption and product design and incorporate sustainable methods. The transition toward a sustainable business requires an understanding of the changes in the global economy and an assessment of individual supply chains and their current status. Only then will we be able to prioritize how to change and create a realistic and impactful transition. Once we understand the current status and continue to work toward solving problems, we will achieve a circular economy.

Companies played an integral role in the biggest economic development after the last Industrial revolution. Now, we need companies to bring innovative change through their technology if we are to solve the global problem that the world faces today. WWF-Korea will reorganize our corporate collaboration strategy and strive to bring about changes in the social and economic system to enable companies responsibly demonstrate their capabilities and reach their full potential.



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COOPERATION WITH CORPORATE PARTNERS

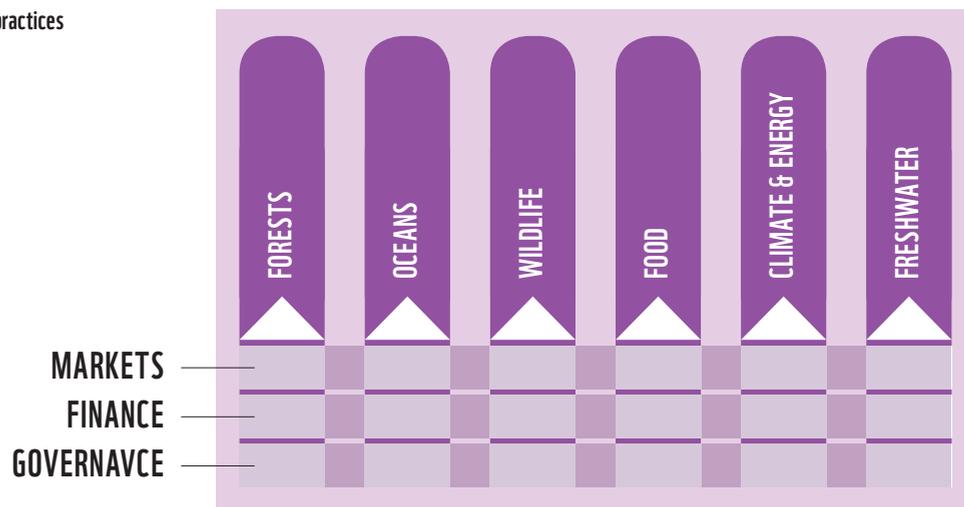
WWF is working with influential companies to reduce the risks directly threatening the resources and nature of the earth. Companies should use resources and ecosystems in a sustainable manner with a sense of responsibility as economic players driving the global economy.

Amid drastic changes in the environment, including the climate, the companies that take the initiative will lead industries in the future. Therefore, WWF seeks to set the world towards a better direction by seeking the necessary solutions that address forest destruction, overfishing, water shortages, climate change and more.

WWF aims to work with companies to transform their businesses to stay sustainable, and to engage in nature conservation activities, which have posed difficulties in carrying out on their own. Our cooperation with companies is tailored to the specific interests of the company or areas where they can have an impact, and as a result, activities such as training employees or raising public awareness are carried out.

WWF is working with various partners through the market, finance, and governance, the three key drivers of environmental change, so as to achieve six global goals: forest, ocean, freshwater, wildlife, food, climate, and energy in priority landscapes around the world.

6 conservation practices and 3 drivers



WWF'S CORPORATE PARTNERSHIPS

WWF seeks partnership opportunities with the private sector through evaluating the common understanding of issues, shared ambitions or activities, and a willingness to create voices in public. by following the global guideline. For example, WWF has signed donation partnerships and awareness-raising partnerships with companies that are pursuing a transition to sustainable businesses, or those in industries with a low environmental impact.

WWF and corporate partnerships are carried out in various forms as follows:

1 DRIVING SUSTAINABLE BUSINESS PRACTICE

WWF is sharing its expertise to mitigate negative environmental impacts made by influential global companies in the market and encourages a transition of their corporate values and operational practices.

2 RAISING AWARENESS THROUGH COMMUNICATION

WWF aims to raise public awareness for the environmental issues through working with companies who have a direct impact on customers as it can result in instilling immediate changes in the behaviors of the customers.

3 CONTRIBUTING TO NATURE CONSERVATION THROUGH PHILANTHROPIC PARTNERSHIPS

WWF is promoting nature conservation related to biodiversity, and practices of tackling climate change through philanthropic partnerships.

THIS REPORT

WWF seeks to achieve the maximum levels of natural conservation and performance through partnerships. To this end, we believe that transparent partnerships between WWF and the stakeholders are a key factor. Thus, WWF strives to maintain constructive and collaborative relationships with all of its partners based on accountability and transparency. All of WWF's global networks continue to report on the motivation, goals, activities, and outcomes of each partnership.

This report summarizes the partnerships WWF-Korea promoted from July 2021 to June 2022.

WWF-Korea is responsible for the agreements and activities with the companies, and funds raised through corporate partnerships are typically used to:



In the fiscal year of 2022 (July 2021 - June 2022) the total income from business represented 28% of the total WWF-Korea income.



© Andre Dib / WWF-Brazil



PARTNERSHIPS

© Amanda Stevens / WWF-US

The Coca-Cola Company

Coca-Cola is a global comprehensive beverage company that operates its businesses in over 200 nations around the world, and it has more than 500 brands solely for drinks including soda, sports drinks, drinking spring water, juice, tea, coffee, and many others, while possessing approximately 4,100 different kinds of products.



INDUSTRY

Beverage Manufacturing

TYPE OF PARTNERSHIP

Sustainable Business Practices, Nature Conservation Activities, Communication & Awareness Raising

CONSERVATION FOCUS

Freshwater / Plastic

RANGE OF CONTRIBUTIONS

KRW 100,000,000 - KRW 500,000,000



Since 2007, Coca-Cola formed a global partnership with WWF and has remained deeply committed to creating a healthy and replenishable freshwater ecosystem through its Water Replenishment Project, a global water resource replenishment project aiming to protect the world's water resources, centered around the world's seven most important water resources. The Water Replenishment Project aims to replenish the total amount of water used for its products and during the manufacturing process through various methods to meet the needs of different communities. In 2021, Coca-Cola announced the 2030 Water Security Strategy and supported water conservation projects based on local context and related policies and set a responsible water usage goal for its facilities and supply chains. In Korea, Coca-Cola partnered with WWF-Korea in 2017 as part of its Water Replenishment Project and carried out water conservation projects in water shortage areas in the Nakdong River basin areas in Gimhae and Changwon, dredging the water reservoirs, planting aquatic plants, and repairing and maintaining waterways. In 2022, the company secured agricultural water in Hapcheon-gun by dredging the Gaho 2 Reservoir in Gaho Village and the Wondu Reservoir in Bongok Village, a special measure area suffering from a water shortage due to droughts.

Coca-Cola aims to collect and recycle 100% of its beverage packages by 2030 through the World Without Waste for sustainable packages. As part of the project, it carried out the ONETHEPL project, a non-face-to-face consumer participation campaign, in Korea in accordance with the COVID-19 restrictions. ONETHEPL, a campaign that means "Wonderful" and "ONE more use of THE PLastic," was designed to raise awareness of the environmental pollution caused by plastic beverage bottles and to help consumers experience resource circulation through useful upcycling goods that are returned from properly sorted plastic waste. In August 2021, ONETHEPL season two was carried out as an offline zone in the Starfield Hanam branch to offer the experience of resource circulation to more people. ONETHEPL season three continued from May to August 2022 during which consumers could experience the proper recycling of beverage bottles and resource circulation first-hand. Ultimately, the project aims to raise awareness among consumers and accelerate the step toward bottle-to-bottle recycling.

Amore Pacific Corporation & LANEIGE

Amore Pacific strives to solve the climate crisis together and co-exist with the natural environment by promoting the sustainable consumption of customers through the five “2030 A MORE Beautiful Promise” goals, the company’s sustainable business goals aiming to make the world and people more beautiful.

AMORE PACIFIC LANEIGE

INDUSTRY	Cosmetics
TYPE OF PARTNERSHIP	Sustainable Business Practices, Nature Conservation Activities
CONSERVATION FOCUS	Plastic, conservation of water
RANGE OF CONTRIBUTIONS	KRW 100,000,000 - KRW 500,000,000



WWF and Amore Pacific entered a partnership in 2019 as part of its “GREENCYCLE” campaign to reduce plastic waste through various activities. Amore Pacific continued collecting the cosmetic bottles it sold this year as well and recycled the collected bottles as raw materials. A total of 177 tons of bottles were collected, of which 124 tons were recycled to manufacture containers and upcycled in resource circulation activities.

This year, Amore Pacific’s brand LANEIGE signed the “HUG for Universal Goodness” partnership and conducted a water conservation campaign to preserve and raise awareness of freshwater and marine ecosystems. Through the marine litter survey status and debris collection activities, WWF and Amore Pacific identified ecological importance around Taean Beach and marine litter status and collected 165 tons of marine debris in total from December 2021 to July 2022.

Foreign garbage from the sea and garbage from tourism and the fishing industry such as fishing gear and buoys were collected to contribute to the preservation and promotion of the health of the marine ecosystem.

In addition, Cheongpodae Beach in Taeanhaean National Park was designated as a companion beach* where additional conservation activities will be carried out. In May, WWF and Laneige employees gathered together as part of a marine pollution education program and cleaned the 5km coast from Mongsanpo to Gijipo and Cheongpodae Beach. As a result, a total of 2.2 tons of garbage including fishing gear, fishing rods, nets, string, plastic bags, and fireworks were collected from the coast.

WWF and Laneige will continue to work together on cleaning the companion beach and Taean coast while promoting the importance of conserving water.

* The companion beach is a system that benchmarks the beach adoption program developed by the state of Texas in 1896. The system adopts, cherishes, and takes care of adopted beaches. Reinterpreted for Korea’s environment, the system began as a pilot project on Jeju Island in September 2020 and is now expanding nationwide.

Citibank Korea

Citi is a financial company with a history that spans more than 200 years. In Korea, the bank first started its operations in 1967. Now, it strives to become the top bank providing convenient and safe financial services for customers.



INDUSTRY	Finance
TYPE OF PARTNERSHIP	Sustainable Business Practices, Communication & Awareness Raising
CONSERVATION FOCUS	Climate & Energy
RANGE OF CONTRIBUTIONS	KRW 100,000,000 - KRW 500,000,000



Since 2018, WWF and Citibank Korea have continued to work together to reinforce domestic climate actions and measures through the “Change Now for Tomorrow” program. The program’s goal is to raise awareness of the climate crisis in the government, industry, and the public. Furthermore, it also aims to encourage the stakeholders in Korea to work toward achieving a low-carbon economy and carbon neutrality.

In January 2022, WWF and Citibank Korea hosted the 7th Climate Action Roundtable for Korean business people to share the methods for corporate low-carbon transition and net-zero achievement. In March of the same year, the bank hosted the 3rd Climate Action Conference under the theme of “Transitioning to a Low-Carbon Economy in the Climate Crisis Era: Present and Future” in the presence of experts and stakeholders from government ministries, international organizations, and academia.

In addition, the bank sponsored and operated a youth climate change supporters’ program in which young people could lead the research on various measures for Korean industries to transition to a low-carbon economy.

WWF and Citibank Korea will continue to collaborate on various measures to prevent the climate crisis and reinforce climate action in Korea.

EMART

Emart drives to create a happy lifestyle for its customers and grow together with the community. The company aims to bring about consumer change by utilizing the characteristics of the distribution industry which is adjacent to its customers and ultimately spread a new culture.



INDUSTRY

TYPE OF PARTNERSHIP

CONSERVATION FOCUS

RANGE OF CONTRIBUTIONS

Distribution

Sustainable Business Practices

Plastic

KRW 100,000,000 - KRW 500,000,000



4.3. 이마트 원재료 소싱 로드맵(안)

우선 전환 가능한 상품들을 기반으로 수립한 이마트의 지속가능한 원재료 소싱 로드맵(안)

원재료	범위	As-is	Step 1	Step 2	Step 3
육산	육산 산선 축산물	<ul style="list-style-type: none"> 무항생제 100% 인증, 동물복지 일부 인증 	<ul style="list-style-type: none"> 무항생제 인증 100% 확대 	<ul style="list-style-type: none"> 동물복지 인증 100% 확대 	<ul style="list-style-type: none"> 무항생제 인증 100% 확대, 동물복지 인증 100% 확대
	수산물	<ul style="list-style-type: none"> 수입/국내산 일부 인증 	<ul style="list-style-type: none"> 수입산 MSC 인증 100% 확대 	<ul style="list-style-type: none"> 수입/국내산 ASC 인증 100% 확대 	<ul style="list-style-type: none"> 수입산 MSC 인증 100% 확대, 수입/국내산 ASC 인증 100% 확대
코포디티	PL제품 (노브랜드, 피코크)	<ul style="list-style-type: none"> 피코크 유기농 100% 인증 	<ul style="list-style-type: none"> 유기농 인증 100% 확대 	<ul style="list-style-type: none"> Rainforest Alliance 또는 Fairtrade 인증 100% 확대 	
	일목재	<ul style="list-style-type: none"> PEFC 인증받은 업체에서 제품 조달 	<ul style="list-style-type: none"> PEFC 인증 100% 확대, FSC 또는 PEFC 인증 100% 확대 		
면직물	PL제품 (대어스)	<ul style="list-style-type: none"> 재활용 원사를 사용한 데님, 론칭 예칭 	<ul style="list-style-type: none"> 재활용 섬유로 제작되었거나 Global Recycled Standard 인증 제품 확대 	<ul style="list-style-type: none"> Organic 100, GOTS, BCI 인증 100% 확대 	<ul style="list-style-type: none"> 재활용 섬유로 제작되었거나 Global Recycled Standard 인증 제품 확대
	PL제품 (노브랜드, 피코크)	<ul style="list-style-type: none"> 일부 유기농 원사 사용 	<ul style="list-style-type: none"> 친환경인증 제품, RSPO 인증 100% 확대 	<ul style="list-style-type: none"> 친환경인증 제품, RSPO 인증 100% 확대 	
대두	PL제품 (노브랜드, 피코크)		<ul style="list-style-type: none"> 친환경인증 제품, RTRS 또는 Proterra 인증 100% 확대 	<ul style="list-style-type: none"> 친환경인증 제품, RTRS 또는 Proterra 인증 100% 확대 	

WWF and Emart published the PSI (Product Sustainability Initiative) report which details the product sustainability standards for a sustainable distribution industry. The PSI guideline lists the standards and principles to determine the sustainability of a product. The goal is to minimize the negative environmental impact caused by the manufacture and distribution of products and bring about a change in mass production and consumption systems.

First, a “Sustainable Raw Material Sourcing Roadmap” was drafted using a third-party certification system that considers the environmental and social issues present in the production of raw materials. The guide begins by setting the following goals for each sector: the expansion of a sustainable supply of raw materials including marine products, livestock, palm oil, and fabric etc. For example, the expansion of the MSC and ASC certification for fisheries, and the expansion of the FSC certification for timber. When the raw materials of products become more sustainable, the impact on the environment can be minimized while also guaranteeing the human rights of the stakeholders.

Second, a scoring standard for product packaging was written to facilitate sustainable packaging and prepare a foundation to assess and improve packaging overall. This will also enable companies to carry out preemptive measures in accordance with the stricter plastic packaging regulations that will be enforced. Beginning with the PSI, WWF expects the transition to spread throughout the industry in Korea after the establishment of a foundation for a sustainable distribution industry.

Emart will continue to update and improve the PSI and expand the standards to all distributed products.

Woori Financial Group

Beginning with Woori Bank, the Woori Financial Group has expanded into banking, credit card, comprehensive financing, and retail banking services. It strives to carry out its original role as a financial group but also as a socially responsible company.



INDUSTRY	Financial Holding Company
TYPE OF PARTNERSHIP	Communication & Awareness Raising
CONSERVATION FOCUS	Plastic
RANGE OF CONTRIBUTIONS	KRW 100,000,000 - KRW 500,000,000



In March 2022, the Woori Financial Group entered a partnership with WWF to contribute to the “No Plastic in Nature” and has been carrying out plastic recycling campaigns, education sessions for its employees and the public, and circular economy conferences.

In April, WWF and the company began a plastic recycling campaign in 35 elementary schools nationwide. Plastics that are difficult to wash and recycle were collected separately to create upcycled pots which will be donated back to the participating schools in early September.

On June 2, the group celebrated World Environment Day by holding an audiovisual education program on resource conservation, circulation, and recycling for children and an upcycling program in which children could learn about the process of resource production first-hand. In August, a stakeholders’ conference for the transition to a circular economical society will be held, in addition to an education session in December about the conservation of nature and the importance of a circular economy for Woori Financial Group employees.

K2 Korea

K2 is a professional outdoor brand producing and selling products for the rough outdoors under its brand slogan “Protection for all.”



INDUSTRY	Clothing
TYPE OF PARTNERSHIP	Communication & Awareness Raising, Nature Conservation Activities
CONSERVATION FOCUS	Freshwater
RANGE OF CONTRIBUTIONS	KRW 50,000,000 - KRW 100,000,000



© Elizabeth Kernf / WWF

K2 announced its goal to work toward a sustainable fashion and nature and contributed to the Resilient Asian Deltas (RAD) project by WWF Global that aims to conserve and raise the economic value of the major Asian deltas. The RAD project is a part of nature-based solution action to conserve the delta which is the basis of economic activity for local residents in Vietnam, Myanmar, and Pakistan, but is also being rapidly destroyed by the climate crisis.

WWF also conducted an education session for K2 employees on why a sustainable business transition is necessary and introduced an eco-friendly certification that the fashion industry can practice together. In the second education session, employees watched a video emphasizing the role of companies in conserving nature and discussed the connection between the climate crisis and the fashion industry.

K2 plans to continue its efforts toward conserving nature and the sustainable use of resources.

P&G Korea

P&G is a consumer goods corporation that manufactures and sells various personal care and health products such as soap, shampoo, toothbrushes, and diapers. It believes in the value of small but meaningful work for the better life of the current and next generations and seeks to provide a new and more valuable living environment.



한국피앤지

INDUSTRY

Consumer Goods

TYPE OF PARTNERSHIP

Communication & Awareness Raising

CONSERVATION FOCUS

Climate, Plastic

RANGE OF CONTRIBUTIONS

KRW 10,000,000 - KRW 50,000,000



P&G has been working with WWF since 2009 to transition its business based on the use of sustainable materials, forest conservation, and climate and energy in addition to public outreach activities. P&G is especially committed to sustainable business practices, joining WWF's Climate Savers program and ReSource platform and disclosing its plastic production data in order to find solutions together. The company is doing its best to accomplish long-term goals and establish sustainable programs through meticulous scientific methods.

P&G Korea entered a partnership with WWF-Korea in 2020 and has been conducting campaigns and education programs to raise awareness of the climate crisis. Particularly in May 2022, WWF and P&G Korea held a Panda Talks session on "Beyond Waste Reduction and Toward System Transition." During the session, the company introduced the LCA (Life Cycle Assessment) concept evaluating and improving the environmental impact of the entire process from the collection of raw materials to the production, transportation, and disposal after use with the public. Four lecturers further shared the sustainable efforts in each field from an LCA perspective.

P&G Korea and WWF-Korea will continue to work together in various fields to accomplish a sustainable business transition.

Maeil Dairies

Maeil Dairies drives to create a happy and healthy society together by researching and pioneering health, taste, and novelty in our everyday lives.



INDUSTRY	Liquid Milk and Dairy Goods
TYPE OF PARTNERSHIP	Communication & Awareness Raising
CONSERVATION FOCUS	Plastic
RANGE OF CONTRIBUTIONS	KRW 10,000,000 - KRW 50,000,000



WWF and Maeil Dairies signed a partnership and collaborated in plastic reduction activities that include the company's organic brand Sangha Farm. The partners will continue to carry out public outreach communication activities.

Sangha Farm has been working toward its goal to reduce the use of plastic by removing plastic straws included with its sterilized products or swapping them for paper straws and manufacturing thinner plastic bottles. Since January 2021, the company has expanded this measure to its organic milk products and removed plastic straws or replaced them with paper straws. In addition, the company reduced the weight of its plastic bottles from 47 g to 42 g in April 2022, reducing its annual use of plastics by 61 tons. Maeil Dairies plans to continue its efforts for nature conservation by reducing more plastic from its products. The company also launched more paper straw products and label-free products in July 2021.

Though these measures reflect the voices of consumers, the company itself strongly sympathizes with the need to reduce the use of plastics for a sustainable environment. Maeil Dairies is also working on consumer communication to help consumers acknowledge the measures for nature conservation as a positive change for the future.

Last year, Maeil Dairies also signed up for PACT (Plastic ACTION), the joint corporate declaration to solve environmental issues due to plastics. With a long-term plastic reduction goal, the company has been gradually reducing its use of plastics beginning with its manufacturing process.

Running Point

Through its marathon platform, Running Point has been providing information on marathons in Korea and overseas while also holding non-face-to-face marathons to raise awareness of endangered animals.



INDUSTRY	Service
TYPE OF PARTNERSHIP	Communication & Awareness Raising
CONSERVATION FOCUS	Conservation of Endangered Species
RANGE OF CONTRIBUTIONS	KRW 10,000,000 - KRW 50,000,000

Running Point has been introducing endangered animals every month and also donated 10% of its sales to WWF through “Animal Run,” an animal-themed, non-face-to-face marathon.

To celebrate Earth Hour* in March 2022, Running Point carried out the non-face-to-face “Earth Hour Run” campaign to raise awareness of the climate crisis and the impact of environmental destruction. 1,000 people participated under the theme “Shape Our Future,” and participants were provided with a participation package that included wooden medals and tags and beverages with paper straws instead of plastic ones.

The 1,000 participants ran in the marathon by choosing either the 3.26 km or 8.30 km distance course which each represents Earth Day, March 26, and 8:30 p.m., the time for lights out. The Earth Hour Run raised awareness of the range of problems related to the climate crisis and carbon emissions by connecting the symbolic act of lights out with the marathon. The company plans to continue its efforts to encourage nature conservation among citizens and bring about positive change together.

*Earth Hour: Earth Hour is a global campaign by WWF that encourages people to turn their lights off for 1 hour from 8:30 p.m on the last Saturday of March every year. For this year's Earth Hour which was held on March 26, nationwide landmarks, businesses, and citizens participated in the lights-out event, while over 18,000 landmarks in 190 countries worldwide also participated in the campaign.



YIDO

YIDO is a value-up platform company that raises the value of assets including infrastructures, golf courses, and real estate by working with the waste management and renewable energy industry.



INDUSTRY	Construction Waste Management
TYPE OF PARTNERSHIP	Communication & Awareness Raising
CONSERVATION FOCUS	Plastic
RANGE OF CONTRIBUTIONS	KRW 10,000,000 - KRW 50,000,000



After entering a partnership with WWF, YIDO has been conducting employee education and engagement programs and contributed to the impACT fund, a program geared toward plastic reduction.

WWF carried out education sessions for new employees of YIDO in January this year and a lecture on the importance of a sustainable business for new officials in April. The two training sessions introduced the goals and vision of WWF and also explained the role and responsibilities of companies that use the most natural resources but are also capable of developing solutions for sustainable change. The lectures emphasized the “Global Futures” report by WWF and introduced the “eco-wakening” concept, a phenomenon where people realize the severity of environmental destruction by learning about the economic loss that results from the destruction of nature. WWF especially emphasized that the transition to a sustainable business is not only integral for the environment but also for the growth and sustainability of businesses.

WWF and YIDO will continue to conduct employee education programs and activities together.



MARKET ENGAGEMENT

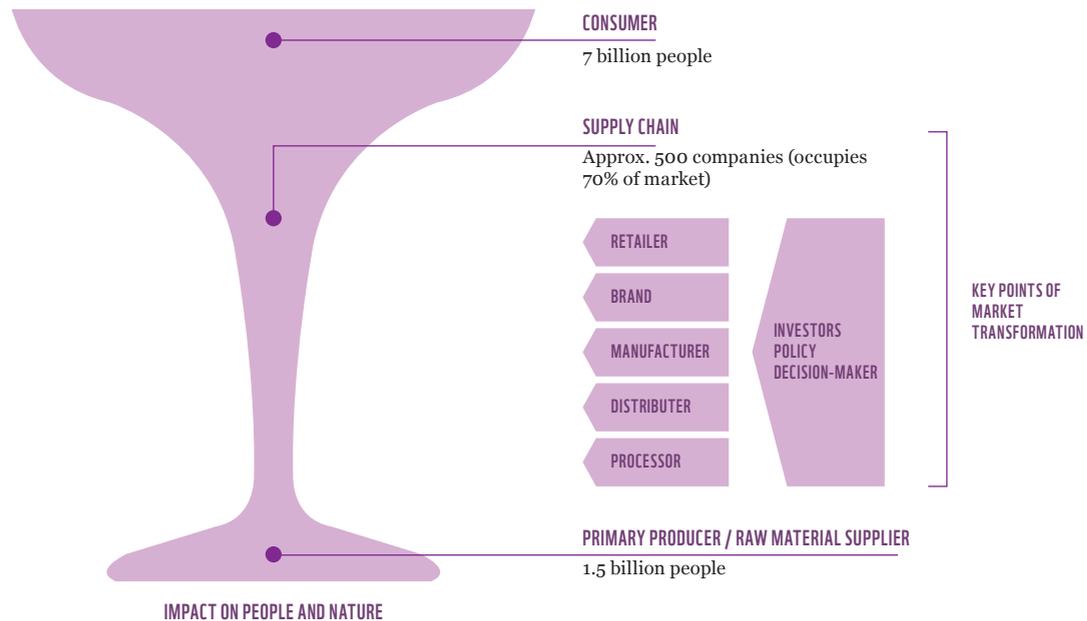
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MARKET ENGAGEMENT

People are currently consuming resources 1.5 times faster than the maximum speed that the Earth can support. This is sufficient enough to threaten the planet, and neither human nor nature is safe. Therefore, we must manage the demand for raw materials such as water, food, and fuel in line with the population growth and make every effort to regain nature by means such as the conservation of drinking water and climate stability. WWF's strategy of market transformation requires 500 companies, which account for about 70% of the key commodity market, to follow more sustainable production standards. This is because it is a much more efficient way than persuading 7 billion consumers to change their consuming behavior or 1.5 billion producers.

WHAT IS MARKET?

Market, one of the three Driver Practices behind WWF's six goals of nature conservation, places focus on changing the systems that can reduce the environmental impact of production and consumption which benefits people as well as nature. WWF aims to maximize the performance of nature conservation in cooperation with companies to induce changes in the industrial behavior towards the environment.



In order to bring about change in the overall market, it is necessary for the entire market to make every effort, not just the company alone. WWF-Korea strives to continue with sustainable business in the domestic market by publishing research reports, holding roundtables, and building initiatives and platforms to induce multilateral cooperation. WWF-Korea's market engagement activities focused on the textile and apparel sector, plastic, and palm oil-related industries that garner high attention in the domestic market.



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TEXTILE

As an industry accounting for 8 to 10% of global carbon emissions, 20% of freshwater consumption, and 23% of wastewater generation, the textile fashion industry has been criticized for its impact on the global environment and human rights issues in the supply chain and production of raw materials. Since then, sustainability has become a crucial mission for the industry as a whole. Policies and regulations have been emerging in the international community to push for a sustainable fashion industry, and global brands are declaring carbon neutrality. WWF-Korea is working to reduce the ecological footprints across the industry by urging Korean companies to make related efforts and supporting sustainable business transformation.

Traceable, Platform for Sustainable Resources

As a platform promoting a sustainable textile and fashion industry, Traceable aims to reduce the environmental impact of the textile industry by connecting fabrics that have not been chosen or discarded to users. By selling stock fabric from textile plants and providing consumers with information on the environmental impact related to the fabric production, the platform strives to expand the transparency and traceability regarding the reduction of the ecological footprint of the textile fashion industry. Brands and users need to purchase fabric to manufacture goods, but the stock fabric in warehouses ends up being discarded. Traceable connects these fabrics that have not been chosen or discarded to the users in order to lower the impact on the environment caused by the textile industry. Through Traceable, users and brands can create clothing, shoes, bags, and other fashion accessories without generating additional environmental impact. By collecting and processing the environmental information of textile production factories, the platform provides users and consumers with the realistic reduction impact in energy and water usage while contributing to sustainable production and the reduction of environmental impact.



Sustainable Fashion Round Table

On May 12th, WWF held a round table discussion under the theme of “Establishing a Sustainable Fashion Market Beyond Risk Management and Toward Creating Value” with over 30 attendees from the Korean textile and fashion industries. Through panel discussions and presentations, companies reviewed their current status and the solutions in relation to ESG evaluation and sustainable supply chain management. WWF introduced the five steps for water stewardship that are essential to restoring biodiversity, climate resilience, and business sustainability, and urged companies to take the first step by mapping their supply chains and participating in the Water Risk Filter program.



PLASTIC

Issues with the plastic use and the pollution have been reported, but no clear solution has been found in terms of business. Based on the strategy of "No Plastic in Nature by 2030," WWF seeks to prevent the inflow of plastic into nature and stop further environmental pollution.

PACT (Plastic ACTION)

PACT (Plastic ACTION) is a corporations' commitment led by WWF aiming to reduce the production of virgin plastics. PACT was initiated by WWF Singapore in 2019 with the corporates' long-term goal to reduce the amount of plastic used in product design and packaging. Global companies across a wide variety of industries have committed to reduce their plastics, including Hilton, Hyatt, and Evian, leading to the reduction of more than 12 million plastic products and packaging materials and contributing to a positive resource circulating economy. Following Singapore and Hong Kong, Korean companies also joined the PACT declaration in 2021 and announced their goals to reduce the use of plastic. Since then, companies have been carrying out various efforts to set and accomplish plastic reduction goals tailored to the characteristics and conditions of each industry. In 2021, a total of 9 companies joined the cause: Maeil Dairies, Millennium Hilton Seoul, Sansu, Chahong Cosmetic, Amore Pacific, Organica, Woori Card, Woowa Brothers Corp, and Walkerhill followed by LG H&H and Kolon LSI-MOD in 2022. A performance report on the annual reduction efforts of PACT companies will be published in the second half of 2022.



Second Plastic RoundTable

In December 2021, PACT companies and interested company stakeholders were invited to a round table to share the status of their plastic-related issues and promote networking. P&G, a global manufacturer, announced its efforts to reduce the use of plastics for a circular economy, and SKC was introduced as a Korean company researching new sustainable materials. The attendees also had the opportunity to share the plastic trends of each industry and their status on plastic reduction while networking with each other to explore the business models of other companies that are striving for a circular economy. As companies continue to find solutions for corporate plastic issues, WWF will collaborate with companies across various fields to work on solving and expanding their plan to reduce the use of plastics more efficiently.



Corporate Action for the International Treaty on Plastic Pollution

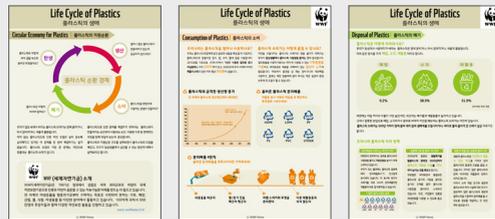
Many people around the world have been opening their eyes to the severity of plastic pollution and have raised their voices in an attempt to find a solution. Some companies and governments have voluntarily initiated efforts to this end, yet the lack of an international plastic treaty has made it difficult to find a systematic approach that can resolve the underlying problem. Before the United Nations Environment Assembly (UNEA) in March 2022, more than 2.2 million citizens worldwide signed WWF's No Plastic in Nature campaign, and more than 1,000 social organizations and more than 140 global companies supported the treaty. CJ CheilJedang, Maeil Dairies, and Clio from Korea signed the campaign and joined global companies such as Coca-Cola, Starbucks, Unilever, H&M, Nestlé, PepsiCo, and Tesco, urging the governments of each country to conclude the International Plastics Treaty. The resolution was adopted unanimously by the participating countries, and the international community laid the foundation for the first international agreement on plastics. As a result, regulations and obligations to prevent pollution throughout the entire plastic life cycle will be established, and responsibility for the misuse of plastics will be imposed on nations, companies, and societies as a whole.



imPACT Fund Activity

Sejong Youth Forum

WWF carried out a plastic education session for global youths during the Sejong Youth Forum under the theme “Our Planet Matters!” held in July 2021. The education showed a step-by-step demonstration of how plastic is produced, how much is produced and consumed around the world, and what problems arise over the process of disposal throughout the plastic life cycle. WWF also lectured on the efforts for a circular plastic economy and released video materials to educate students and raise awareness of the use of plastics.



Marine Plastic Pollution Report

WWF published the “Plastic marine pollution and the impact on marine species, biodiversity, and ecosystems” report which analyzed more than 2,590 studies to provide an updated overview of the comprehensive impact and scale of microplastic pollution on global ecosystems. As plastic pollution is spreading throughout the ocean, almost all species, including major biodiversity ecosystems, are threatened by plastics. Additional threats such as overfishing, global warming, and eutrophication add to the stress that can drive endangered species to extinction if they occur in hotspots suffering from severe plastic pollution. The report details that unless humanity reduces its global plastic production and consumption immediately, plastic pollution will continue to worsen and exacerbate all efforts to preserve biodiversity, and ultimately, cause harm to even more ecosystems in the future. Rather than attempting to remove plastic waste, aiming to address the causes of pollution will be far more effective, and humanity can overcome this crisis through the collective effort of governments, businesses, and communities.

Marine Garbage collection (Yeonpyeong Island, Taean, Jeju Island)

Marine pollution is worsening day by day with about 11,000,000 tons of plastic waste entering the sea every year. The damage to marine organisms resulting from fishing equipment that is discarded in nature or lost in the sea is growing ever more serious. WWF-Korea decided to solve this problem by collecting marine waste debris near Yeonpyeong Island and marine waste that is washed onto Cheongpodae Beach in Taean.

Before collecting marine waste, a side-scan sonar was used to assess the distribution of debris including abandoned fishing gear near the waters of Yeonpyeong Island. As a result, over 10 tons of garbage were collected. In June 2022, WWF employees visited Laneige's companion beach Cheongpodae and collected a total of 1.4 tons of garbage including fishing gear, nets, fishing rods, ropes, plastic bags, and fireworks. WWF will continue to clean the companion beach in the future. In July 2022, WWF also conducted a project to collect marine waste in Seogwipo, Jeju Island.

Korean Alternative Material Tool (AMT)

The Alternative Material Tool (AMT) is a web tool that recommends packaging materials with minimal environmental impact for restaurants, hotels, and service industries. The tool utilizes the environmental impact of major packaging materials, life cycle information, and waste management statistics from six Asian countries to suggest materials that are most suitable for the intended purpose. The environmental impact was calculated by accounting for the extraction of raw materials, manufacturing methods, and the waste treatment statistics (rate by landfill, incineration, recycling, etc.) in the country where the packaging will be used, and the intended purpose is evaluated according to the type of packaging, capacity, and function.



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PALM OIL

Palm oil, the most widely used plant-derived oil on the planet, is a resource that is rapidly rising in demand due to its economic efficiency and advantages. As most are densely cultivated in the tropical rainforests of Southeast Asia, an important location for biodiversity conservation, WWF aims to establish a sustainable palm oil market without deforestation or violating human rights to promote a harmonious future between nature and humans.

Palm Oil Buyers Scorecard (POBS) 2021

WWF's Palm Oil Buyers Scorecard 2021 (POBS), marking its 6th publication this year, evaluates the policies for sustainable palm oil of major distributors, manufacturers, food and beverage, and hospitality companies according to the following categories: public commitment to "deforestation, conversion of the ecosystem, and the prohibition of human rights violations," supply chain transparency, and the use of certified sustainable palm oil. The evaluation is based on the data published by 227 companies from 5 continents in 2020 and includes five Korean companies for this year. Though most companies were deemed to show insufficient practical action after their declarations, it is worth noting that more than half (52%) of the companies have actively participated in sustainability platforms such as relevant multilateral councils, displaying an encouraging and higher possibility of substantial progress. Among Korean companies, Amore Pacific scored the highest with 14.5 out of 24. Samyang Corporation, Lotte Foods, Aekyung Chemical, and Dongnam Chemical also disclosed information on the policies and status of their palm oil sources. Meanwhile, companies such as Nongshim, Hyosung, LG H&H, Daesang, CJ CheilJedang, Miwon Commercial, Ottogi, and SFC did not respond to WWF or disclose any information. As the standards are becoming stricter in the global marketplace, companies must increase their use of certified sustainable palm oil and increase the transparency and traceability of their supply chains. Setting and disclosing raw material procurement policies that can end the harm caused to nature and human rights should be the first step toward this cause.



Sustainable Palm Oil Webinar

The Roundtable on Sustainable Palm Oil (RSPO) co-hosted the webinar for sustainable palm oil. The webinar announced the publication of the Korean POBS 2021 and the meaning and implications of the Korean market being selected as a target market for the first time. The webinar also included a discussion on key policies and actions that companies must apply to respond to the stricter export and import regulations to come in line with the growing interest in sustainable palm oil among Korean companies.



Activities for the Public Awareness of Sustainable Palm Oil

Various activities were carried out to raise public awareness and spread the value of "sustainable palm oil" which most consumers may find unfamiliar. WWF co-planned the ecological transition magazine Wind and Water and published its third issue for 2021, the Runaway Forest. The cover story explains why rainforests continue to disappear and the efforts toward sustainable palm oil production and its effects. The cartoon "Where Is My Friend's Home?" created together with 김경민, the author of Eighteen, Thirty, shows the story of orangutans whose habitats have been invaded by the reckless palm oil industry and the reality that humanity must face. The cartoon emphasizes that the issues that palm oil production regions suffer are not very far from our daily lives.



Asia Sustainable Palm Oil Link (ASPOL)

ASPOL is a program in which countries can participate to ensure that the palm oil produced in the six major conservation regions in Asia designated by WWF is "produced sustainably, traded sustainably, and consumed sustainably." The two market studies published by WWF this year revealed the major producers and consumers of the palm oil market, including China, India, Indonesia, Malaysia, and Singapore, and the worldwide market trade flow. In particular, the study identified a large amount of palm oil produced in priority landscapes such as Indonesia and Malaysia are imported into the Korean market and emphasized the importance of sustainable palm oil policies by the companies involved in this trade flow. Following the results of this study, WWF-Korea will identify the relevant Korean companies and urge them to establish sustainable policies and increase the use of certified sustainable palm oil.

PHILANTHROPY

Companies are contributing to nature conservation by sponsoring WWF-Korea's overall conservation projects. WWF-Korea allows companies to donate to projects that are directly associated with their business strategy or the projects regarding issues that the employees consider to be meaningful. WWF-Korea continues to use donations for certain projects while also helping to create sustainable businesses.



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In the 2022 fiscal year, **Sunwoo Kim (Studio Dodo)**, **Com2uS**, **GS E&C Corporation**, **Youngone Corporation**, **Kolmar Korea**, **H&M**, **Chahong Cosmetic**, **Shin Joo Won D&G**, **Gonggam Networks**, **BE International**, **Bel Cheese Korea**, **Woowa Brothers Corp**, **eBay Korea**, **Deloitte Korea**, **Korean Teachers' Credit Union**, **K Car**, **SHOP AMOMENTO**, and **FMJ International** provided charitable donations to help with WWF- Korea's nature conservation practices.

STUDIO DODO

COM2US

GS 건설

YOUNGONE

HK Kolmar

H&M

CHAHONG

D I V O

Gonggam Networks

Bebebebe

우미하
행세

Gmarket

Deloitte.

The K 한국교직원공제회

AMOMENTO

FMJ
INTER
NAIONAL
2011

PARTNER INTERVIEW

P&G KOREA MANAGING DIRECTOR - DAISY YE



Please introduce your role at P&G Korea.

I am in charge of external cooperation, communication, environmental sustainability, equality and inclusion, and corporate citizenship activities. As part of the effort to solve the climate crisis, P&G has been conducting scientific and reliable action plans over the entire business operation from material procurement to distribution with the goal to reach net zero carbon emissions by 2040. As a global partner of WWF, Tide detergent by P&G has conducted studies on laundry behavior with regard to energy conservation and green practices and ran campaigns to promote the importance of cold-water laundry. The company also joined WWF's Forest Forward Program for science-based practices that benefit the environment, climate, and people. We also joined the "Protecting Tiger in Peninsula" in Malaysia to protect biodiversity and the migration of wildlife.

In Korea, the company has been conducting bundle shipping campaigns on various e-commerce platforms since 2020 and published the children's books, Our Home is Flooded and Don't Buy What I Already Own to raise consumer awareness of environmental sustainability. We have continued to work with WWF by introducing the global cases of P&G at WWF's PACT RoundTable and carrying out P&G Korea employees education program. Last May, we co-hosted the environmental lecture program Panda Talks with WWF and discussed the direct greenhouse gas emissions from manufacturing and emphasized the importance of an integrated effort through the "Life Cycle Assessment" that evaluates the supply, use, and disposal chain.

How was your experience working with WWF, and did you find it helpful, or in what way did you receive help?

WWF differentiates itself as a global nature conservation organization by setting clear goals and strategies for environmental sustainability and clarifying field practices based on science while also encouraging change among various stakeholders. The climate crisis is not a task that can be solved by a single, short-term effort by one economic entity or region. In that sense, WWF's goals and broad network are very helpful to encourage change among citizens, governments, corporations, and academic experts. The recent Panda Talks session was deeply meaningful as it provided an opportunity to expand and share our knowledge through notable speakers who are leading different fields.

What would you like to work on together with WWF in the future?

We must constantly research and develop strategies and actions for environmental sustainability for humanity to respond to the climate crisis. Nobody can come up with a perfect answer, and being right in one area does not necessarily bring a positive effect for all other areas or vice versa. I want to continue in this endeavor by researching and developing programs for public outreach on environmental issues through scientific approaches. And I hope WWF will continue to introduce various global leadership programs and provide corporate consultation and educational opportunities.

AMORE PACIFIC (LANEIGE) DIRECTOR - HYO JUNG KIM



Please introduce your role at LANEIGE

I oversee Laneige's brand marketing division. The goal of the LANEIGE brand marketing division is to provide new beauty experiences and solutions for healthy skin by developing products, carrying out a variety of customer activities, and conducting marketing communication based on customer studies. In June 2022, LANEIGE announced its sustainable value "HUG for universal goodness" and has been respecting the beauty of various global customers while conserving water resources. Through the HUG campaign, we joined the save the water challenge to protect the water in our customers' daily lives, designated Cheongpodae Beach as a companion beach in collaboration with WWF, collected coastal marine waste, and hosted plogging activities which employees and customers participated in.

How was your experience working with WWF, and did you find it helpful, or in what way did you receive help?

The long-term partnership with WWF is very meaningful for LANEIGE as our company's water conservation project can become a continued sustainable activity rather than a one-time event. For the past 10 years, LANEIGE believed that water, the source of all life, is the key to beautiful skin and an energetic lifestyle. That is why we joined the mission to spread the importance and conservation of water. Through the recent partnership with WWF, we designated Cheongpodae Beach as our companion beach and have continued our efforts to bring about positive change through the plogging campaign in which employees and customers participated together. In the future, we plan to expand our activities to local community projects through WWF's global network and continue our collaboration so that LANEIGE's global customers can also participate in conserving water together.

Please share LANEIGE 's plans for our one and only planet.

LANEIGE has been certified as a company reducing its water footprints over the entire life cycle of products, and we plan to expand this measure in 2023 to a wider range of products. Another mission is to spread the water conservation challenge which encourages water-conserving habits in our daily lives. We are also planning a marine purification project that will protect our oceans through our partnership with WWF as part of our continued efforts to conserve water resources. LANEIGE has been introduced in 37 countries and regions, and our goal is to promote environmental and social activities while bringing about a positive impact by embracing the diverse beauty of our global customers.

EMART CHIEF PARTNER - DONG HYUK KIM



Please introduce your role at Emart.

I am in charge of Emart's ESG-related tasks for sustainability. Emart established its ESG Management Office last year, but I've been working on eco-friendly tasks even before the team was established. With the new ESG Management Office, I am now working on external evaluations regarding the environment and sustainability and communication with external organizations.

First, I am overseeing the establishment of Emart's carbon-neutral strategy as well as the Greenhouse Gas Emission Trading Policy. I am also working on environmental projects with the Ministry of Environment and other distributors, the green store designation system, and the support for small and medium-sized enterprise store brands in connection with the Ministry of Environment's eco-friendly certification. My latest addition is the work on smart farms as part of Emart's efforts for future food and environmental coexistence.

In terms of product-related tasks, I am also responsible for campaigns with other companies and partners. Emart's plastic reduction campaign "Take Plastic, Protect Our Ocean" collects plastic within our stores but also encourages customers to collect plastic from marine environments and includes the environmental education program in Emart's Culture Center. We are also looking for alternatives to plastics and researching methods to improve the packaging with our partners. I was also responsible for the ONETHEPL campaign with WWF and Coca-Cola and the Product Sustainability Initiative (PSI) project with WWF. Currently, I am using PSI to develop practical playbooks that partners and buyers can use in packaging.

How was your experience working with WWF, and did you find it helpful, or in what way did you receive help?

Working with WWF was great because of the people I worked with. I believe that sustainability measures require the collaboration of multiple people. And WWF was able to improve the opportunities that Emart missed out on. As a professional global organization, WWF introduced us to various global cases from a broad perspective that Emart could reference and learn from. With WWF's direction, Emart could learn from these practices to lead the cause in Korea. Working with WWF also helped our PSI project gain public credibility. It seems that the collaboration better emphasized and enhanced the project's integrity than it would have if the project was carried out alone.

Finally, I received a "youthful vibe" from WWF. I don't mean this to simply mean young age. They were open and free-minded, willing to break away from formality and conventions, and eager to deal with environmental issues from various perspectives. And I certainly believe we achieved incredibly satisfying results.

What would you like to work on together with WWF in the future?

First of all, I hope that we can lead the PSI project that we started together. The PSI project was envisioned as a long-term project that will be continued instead of ending as a one-time event, and I hope that our collaboration will also continue with the project. PSI currently consists of four fields, but I think that it has the potential to expand. The reports published by WWF gave me the confidence that we can develop the PSI further. In particular, I hope to work with WWF on biodiversity and UN SDGs (Sustainable Development Goals) that Emart should take a strong interest in and strengthen.

I'd like to take on new challenges such as research and forums in the sustainability field with WWF taking the lead in parts where other Korean companies missed. Though Emart's carbon emissions in Scope 1 and 2 are not that significant, our impact is noticeable when including Scope 3. Emart is currently working on carbon-neutral strategies, and I believe we have great potential to extend our influence if we work together with our partners and customers. And WWF will be a partner we can rely on to develop this process. I want to create an influential project in Korea just like Wal-Mart's Gigaton project, and I hope the partnership between Emart and WWF will not end simply as a partnership but instead develop and expand as a culture throughout the entire distribution industry.

WWF GLOBAL NETWORK

Australia
Austria
Armenia
Azerbaijan
Belgium
Belize
Bolivia
Bhutan
Bulgaria
Brazil
Canada
Cambodia
Cameroon
Central Africa
China
Chile
Colombia
Cuba
Croatia
Denmark
DRC
Ecuador
Fiji
Finland
France
French
Guiana
Gabon
Georgia
Germany
Guatemala
Guyana
Greece
Honduras
Hong Kong
Hungary
India
Indonesia
Italy
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Kenya
Laos
Madagascar
Malaysia
Mexico

Morocco
Mozambique
Mongolia
Myanmar
Namibia
Netherlands
Nepal Norway
New Zealand
Panama
Paraguay
Pakistan
Papua New
Guinea
Peru
Philippines
Poland
South Africa
South Korea
Romania
Russia
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Solomon
Islands
Spain
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Zimbabwe

Allied Organizations of WWF

Fundación Vida Silvestre (Argentina)
Pasaules Dabas Fonds (Latvia)
Nigerian Conservation Foundation (Nigeria)



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

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Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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