



WWF
REPORT

KR

2019

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CORPORATE PARTNERSHIPS REPORT

WWF-KOREA CORPORATE PARTNERSHIPS REPORT

FISCAL YEAR 2019 (JULY 2018-JUNE 2019)

WWF (World Wide Fund for Nature)

WWF is one of the world’s largest and most experienced independent conservation organizations, with over 5 million supports 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.

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FOREWORD BY THE CHAIRMAN

This year marks the 5th anniversary of WWF's operation in Korea. Although WWF, with almost 60 years of operation at the global level, has made a late start in Korea, we would like to sincerely appreciate our corporate partners who have provided unwavering support to WWF-Korea which have helped us to publish the second Corporate Partnerships Report.

WWF values the cooperation with corporate partners. Even beyond supporting nature conservation activities through generous financial contribution, WWF's corporate partnerships are now taking further steps as a principal agent of the world economy to support our partners to transform themselves into sustainable businesses so that they can work towards conserving our one and only earth with the aim of minimizing the environmental impacts generated from their businesses.

WWF is the most trustworthy global nature conservation organization with nearly 60 years of experience in over 100 countries worldwide. The aim of this report is to introduce the cooperation activities between the WWF and corporate partners, and in particular, this year highlighted our activities through retained partnerships with multiple partners. As WWF partners acknowledge that the nature conservation activities would not bring impacts in a short-term, WWF wishes to contribute to achieving the ultimate goals that limits global warming to 1.5 °C through continuous partnerships rather than one-off activity.

In 2019, WWF has continuously supported unfolding SBTi which endorses corporates to voluntarily mitigate greenhouse gases as per the scientific goals that were set by organizations including WRI, CDP, UNGC. This is a part of the goal to support carbon management which minimizes corporates' business risks and maximizes its values. With this, we hope the upcoming 2020 will be the year in which many corporates announce their own goals regarding greenhouse gases reduction.

WWF will continuously strengthen its corporate partnerships so that our society may contribute to our efforts in limiting global warming to 1.5 °C level and eventually achieve shifting our energy dependence to renewable energy. By actively responding to climate-related regulations, we will do our best to support corporates to enhance their sustainability in the long-term and to support domestic corporations to engage with the global climate change trend in order for them to play a pivotal role in the post-2020 climate change regime.



Seongwhan Son
Chairman, WWF-Korea

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TAKING BOLD COLLECTIVE ACTION

The time to act is now. So far, we have put in place a global conservation strategy that the entire world can participate in to deal with the environmental challenges. Based on such a strategy, we were able to integrate scattered activities and effectively manage the given capabilities.

WWF will continue to deliver conservation activities in crucial ecoregions around the world, while at the same time, based on the three key drivers of natural degradation – markets, finance and governance – we will make consistent efforts to achieve our six global goals including wildlife, forests, oceans, freshwater, climate and energy, and food. WWF is encouraging collaboration and innovation with specialists from WWF and key external partners that are necessary to achieve our global conservation goals. These efforts will make our ambitious targets to a reality.

We know that one organization alone cannot effect the change needed. That is why WWF's work on the goals and drivers includes our partnerships with many organizations and corporations, local communities, NGOs, financial institutions, international development institutions, and customers around the world. The changes we want to see in the world can only come about through the efforts of diverse actors: local communities and national and multinational corporations, governments and NGOs, financial institutions and development agencies, consumers and researchers.

WWF is defining new ways to implement cooperation to make difference at a scale that matters because there has never been a stronger sense of urgency for action. We know it is essential that we redefine humanity's relationship with nature. However, this is only possible if we all work together.

COOPERATION WITH CORPORATE PARTNERS

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 this is to find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. Being the principal agent of the global economy, companies should sustainably use natural resources and ecosystems that underpin their business. Only corporates that preemptively adapt to the rapid climate change will be able to lead the future industry.

While inducing the behavioral changes of the industrial world regarding the environment by cooperating with corporates, WWF tries to maximize the outcomes of conservation activities by working together with corporates.

WWF'S WORK WITH THE CORPORATE SECTOR

- Promoting the responsible sourcing of raw materials that otherwise drive deforestation or the unsustainable use of water
- Encouraging a switch from fossil fuels to 100 per cent renewable energy thus eradicating the need for fossil fuels
- Engaging on public policy
- Supporting the equitable sharing of natural resources
- Guiding financial flows to support conservation and sustainable ecosystem management
- Raising the awareness of the need to consume more wisely
- Protecting the world's ecological conservation areas

WWF is working in a variety of ways, including supporting regulations that stop illegal or unsustainable activities. We also encourage companies and industry platforms such as Science Based Targets and Consumer Goods Forum and are engaged in public policy discussions at a global and local level. Also, WWF has been continuously supporting credible certification schemes (e.g. Forest Stewardship Council (FSC), Marine Stewardship Council (MSC), Aquaculture Stewardship Council (ASC), Roundtable on Sustainable Palm Oil (RSPO), Roundtable on Responsible Soy (RTRS)).

This report summarizes an overview of the partnerships that WWF-Korea has with individual partners.

WWF'S CORPORATE PARTNERSHIPS

WWF seeks partnership opportunities with corporate sector through evaluating the common understanding of issues, shared ambitions or activities, and a willingness to make voices in public, etc. The partnership between WWF and a company can be summarized as follows:

1 DRIVING SUSTAINABLE BUSINESS PRACTICES

Our partnerships aim to deliver direct conservation results on nature conservation by inducing the changes of the corporates' operation methods and encouraging the transition of corporate values through cooperative works. WWF is making diverse efforts that can mitigate the environmental impacts made by influential global companies in the market. This is because the cooperation of different companies is necessary for the effective nature conservation and it also has great practical effects.

2 RAISING AWARENESS THROUGH COMMUNICATION

Second, WWF's partnership plays an important role in spreading public awareness on environmental issues. Cooperation with corporates that are directly related to customers is advantageous as it can result in the immediate changes of the behaviors of the customers.

Forming a partnership with corporates is also effective as it highlights the beauty and uniqueness of the WWF's prioritized ecological areas and species. Especially, it is possible to raise the interest of customers in sustainable products such as MSC-certified fish, and through corporate sponsorship, additional activities can be implemented including the protection of endangered species and working at regions that have special conservation values.

3 CONTRIBUTING TO NATURE CONSERVATION THROUGH PHILANTHROPIC PARTNERSHIPS

The third approach is articulated through specific programs with companies to fund conservation projects and the institutions that deliver them. Philanthropic partnerships with corporates raise funds for the conservation of key places and species, and the capability and tools to deliver such conservation impact.

WWF is driving partnerships through philanthropy and awareness raising with corporates that have improved their sustainability performances with substantive measures, or the corporates that makes marginal environmental impacts. As this report shows, many partnerships with corporates use a combination of these approaches.

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 the process of a 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 networks are committed to continue reporting publicly on all our company relationships, their intent, objectives and impacts, of which this report is one part.

THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF- Korea has forged with individual companies. Funds raised through corporate partnerships are typically used to:

- Work with the company to reduce its impacts and footprints and to help shift sectors and markets toward sustainability in line with the WWF's global conservation strategy;
- Raise public awareness of the key conservation challenges;
- Directly support WWF conservation projects.

WWF-Korea 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 the fiscal year of 2019 (July 2018 - June 2019) the total income from business represented 20% of the total WWF-Korea income.

HERALD

Founded in 1953, Herald Corporation has been operating The Korea Herald and The Herald Business in the content sector, and Herald Edu, its affiliate, has specialized educational contents including an online foreign language program and individual education that develops students' personality, aptitude, and talents.

As WWF-Korea's oldest partner, Herald has adhered to sustainable business practices and strived to improve the public's awareness and understanding of the importance of nature conservation through the communication of a wide range of information.

In addition to its continuous participation to WWF's Earth Hour campaign to cope with climate change, Herald contributes to WWF-Korea through unrestricted donations, thus helping WWF across all major sectors from the designation of marine protected areas and the expansion of seafood sustainability to the fight against climate change.

Since WWF first advanced into Korea, Herald Corporation has actively delivered news about the WWF's activities in responding to climate change and conserving the oceans through its publications including The Herald Business, The Korea Herald, etc. Readers have been provided with in-depth information about the environment and guided to take different perspectives through diverse feature stories and interviews.



Industry
Journalism, Education, and Food and Beverage

Type of partnership
Philanthropy

Conservation focus
Not limited

Range of contribution
KRW 50,000,000 - KRW 100,000,000



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Citibank

Citi is a financial institution that has over 200 years of history, and it has been more than 110 years since it entered the Asian market. In Korea, it opened its first branch in 1967 and has been operating the business for more than 50 years.

Since 2018, WWF-Korea and Citibank have been in partnership and striving to respond to climate change with the fund provided by the Citi Foundation. 'Change Now for Tomorrow,' which is the climate action partnership programme, aims to cope with climate change by promoting public awareness and facilitating the behavioral changes of businesses regarding climate change. The fund provided by Citibank has been used for programs where the government, corporate, and the civil society can discuss countermeasures against climate change and that can improve the civil awareness of climate change along with diverse activities that can promote domestic climate actions including the climate change supporters programme for university students, etc. To perform those activities, international conferences and business roundtables were prepared to promote climate change actions. Besides, research reports that analyzed climate change effects on the values of Korean corporates and the countermeasures of the companies were published.

Moreover, as a part of the in-company conservation campaign, Citibank carried out the WWF's educational program to raise employee awareness on environmental issues and visited Baeksasil Valley to observe ecology and conduct volunteer activities. Also, Citibank is striving to enhance the employees awareness on environmental issues such as fine dust and plastic wastes while trying to induce the continuous behavioral changes of the employees by making them participate in activities to cope with conservation issues.



Industry
Finance

Type of partnership
Sustainable Business Practices /
Communications and Awareness Raising

Conservation focus
Climate & Energy

Range of contribution
KRW 100,000,000 - KRW 500,000,000



Coca-Cola

Coca-Cola is a global comprehensive beverage company that is running 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.

Coca-Cola has strived to conserve freshwater resources in different locations of the world since it first formed a partnership with WWF in 2007. Also, it focuses on building healthy, restorable freshwater ecosystems on the world's seven most important water resources. The water replenishment project is aimed at securing the amount of water equivalent to the water used in the finished beverages for water-constrained regions, purifying the used water, and returning it to nature and the local communities.

In Korea, Coca-Cola signed a partnership with WWF-Korea in 2017 for a water replenishment project. In 2018, the second year of the project, Coca-Cola replenished water for agricultural use that was inadequate in the Nakdonggang basin in Gimhae-si by securing an adequate number of reservoirs and contributed to improving the quality of water flowing to Hwapocheon Stream and Nakdonggang River through water purification that was performed by planting aquatic plants. The project was continued in 2019 in Gimhae-si.

Coca-Cola also announced a global project "World Without Waste", which aims to collect and recycle a bottle or can for every one it sells by 2030. In order to achieve this ambitious target, Coca-Cola is making efforts to achieve 100% recycle rate of all beverage packages (PET and cans etc.) and to increase recycled packages. Also, Coca-Cola cooperates with government, corporates in the same business, and institutions to realize efficiency and innovation in collecting and recycling plastic and can packages by using methods that are appropriate in each country. In Korea, in order to collect plastic bottles and to raise public awareness on recycling, Coca-Cola, with WWF-Korea participated in 'The Waste Market' which was designed by Superbin. 'The Waste Market' is a store with a reverse vending machine which was first introduced in Korea, where people can bring PET bottles and cans to insert them in the machine called Nephron and collect points which are equivalent to cash. The customers can buy products in the store by using the points they collected by using the reverse vending machine.



Industry

Beverage Manufacturing

Type of partnership

Sustainable Business Practices

Conservation focus

Freshwater / Plastic

Range of contribution

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





One of the biggest financial institutions in the world, HSBC has been providing various kinds of banking services to more than 40 million customers through its personal finance, commercial banking, global banking and market, and global private banking services.

In 2012, HSBC concluded a global partnership with the WWF and has supported the HSBC Water Programme which is WWF's freshwater conservation project. Also, to conserve the world's five major rivers, water resource protection activities and campaigns were conducted with 1,500 companies along with freshwater conservation projects including programs for providing sustainable fishing education to local residents.

The partnership between HSBC and WWF-Korea launched in 2018. The wetland restoration volunteer program is a long-term project conducted by WWF-Korea and HSBC Korea over the course of two years and includes activities such as cleaning and removing plants that disturb local ecosystems along the Han River and in Taeon. WWF-Korea provides education on the most appropriate ways to protect water resources and ensure their sustainability for participating employees to expand their knowledge base on the importance of water resources and wetlands.



Industry
Finance

Type of partnership
Sustainable Business Practices /
Communications and Awareness Raising

Conservation focus
Freshwater

Range of contribution
KRW 100,000,000- KRW 500,000,000



K2 Korea

With the brand slogan ‘technical outdoor,’ K2 is a professional outdoor brand that manufactures products for rough and extreme outdoor environments.

WWF-Korea and K2 recruited Earth Keepers to reduce negative impacts on nature and to teach the importance of nature conservation for achieving the harmonious life between nature and human. The first Earth Keepers visited the Kamchatka Peninsula which is known to be the last wildland of the Earth to promote the importance of nature’s value and its conservation. Especially, WWF-Korea awarded certificates to those who participated in the conservation trip, educational program for observing the ecology of wild brown bears, and the Wild Route which is the protected area of WWF. Also, K2 carried out an ecological education program in cooperation with the Species Restoration Technology Institute to observe the ecology of the endangered Asiatic black bears. Moreover, through organizing hiking programs to Jirisan Mountain Nogodan Trail, which was devastated by reckless camping in the past, K2 provided opportunities to learn the significance of nature restoration. Together with WWF-Korea, K2 also started the ‘Urban Forest Construction Project,’ of which they planted trees in Noeul Park in Seoul.



Industry

Clothing manufacturing / Clothing Wholesale and Retail

Type of partnership

Sustainable Business Practices /
Communications and Awareness Raising

Conservation focus

Forests / Wildlife

Range of contribution

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



NH Life Insurance

Celebrating its 8th year, NH Life Insurance has made the efforts to become the ‘No.1 Life Insurance Company in Loving Customers’ by developing products that satisfy the needs of the customers and providing convenient customer services.

Together with NH Life Insurance, WWF-Korea installed 3kW-capacity solar panels at Singi and Hachon villages in Sirye-ri, Jinrye- myeon, Gimhae, Gyeongsangnam-do. The solar panels were installed at Singi’s community hall located in the upper Hwapochen Stream as a part of the ‘Clean Villages with a Stream’ campaign organized by the Ministry of Environment to create an ecologically sustainable and clean village environment and to boost community spirit. Compared to the January – September period before installation, the monthly electric bills have decreased by more than 50% since October when the actual effect began to appear.

In July and August, WWF-Korea and NH Life Insurance implemented eco-friendly farming education program as well to support making an integrated sustainable village. One of the obstacles to the use of renewable energy has been the conflict between rural residents and businesses regarding their specific position and profits. This can be considered as creating social value as the corporate sponsorship helped guide the village to become energy-independent by matching the energy producers and consumers.



Industry
Finance

Type of partnership.
Sustainable Business Practices /
Communications and Awareness Raising

Conservation focus
Climate and Energy

Range of contribution
KRW 10,000,000- KRW 50,000,000

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DESCENTE KOREA

With the motto of ‘Company giving everyone the pleasure of sports,’ DESCENTE KOREA has been creating a new sports lifestyle. Through changes and innovations within its golf and sports brands, DESCENTE hopes to become an enterprise that breathes together with the world.

DESCENTE KOREA and WWF-Korea cooperate to conserve a healthy nature where nature and humans coexist. To this end, the ‘Save the Penguin’ campaign has been conducted both online and offline to reduce the use of plastic throughout our daily life. One of the main activities includes the ‘Save the Penguin’ challenge which is a social networking relay challenge that aims to increase public awareness on the conservation of nature where humans and animals can live in a harmony. Furthermore, at a Panda Talk event of the climate change and sustainable ocean, DESCENTE held the ‘Save the Penguin’ eco-bag giveaway event and it also plans to hold other diverse activities in the future.



Industry
Clothing, Textile, Fashion

Type of partnership
Communications and Awareness Raising

Conservation focus
Plastic Reduction

Range of contribution
KRW 50,000,000- KRW 100,000,000



CONNECTED LAB

CONNECTED LAB is a manufacturing and sales company of electric bicycles that aims to inform people of the value of electric bicycles as a means of transportation instead of cars and also strives to provide active movement and positive energy to customers.

CONNECTED LAB works with WWF-Korea to contribute to reducing carbon emissions and responding to climate change by promoting electric bicycles as an alternative means of transportation for cars. E-bikes as a means of transportation can weaken the serious results of climate change as they can be used for routine commute rather than one-time, suggesting one practical method to cope with climate change. To enhance public awareness of e-bikes, which are recently introduced in Korea, WWF-Korea and CONNECTED LAB held the 'Mileage for Red List' campaign to give out WWF mugs to customers who completed 1,000km on e-bikes. To further increase public awareness on the nature conservation, WWF-Korea and CONNECTED LAB held a collaborative event booth at the 'All Family Music Festival'.

connected®

Industry

e-bike Manufacturing, Distribution, and Sales

Type of partnership

Communications and Awareness Raising

Conservation focus

Climate and Energy

Range of contribution

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



JEJUPASS

The company offers the JEJUPASS Rent-A-Car service, Korea's first real-time price comparison service for rental cars, and a variety of O2O services based on Jeju Island such as Café Pass and Restaurant Pass.

WWF-Korea and JEJUPASS signed an agreement to conduct the 'No More Plastic Islands' campaign and launched WWF licensed tumbler products. The purposes of this campaign were to identify the severity of the increased amount of plastic waste due to the increase in number of visitors to Jeju Island and to encourage cafe shops in Jeju to reduce their use of plastic through signing an MOU to prevent the destruction of nature. Moreover, a social media 'Plastic Free Challenge' was organized, which led many people to participate by uploading a post with a tumbler and involving their friends to also participate in the challenge. This campaign influenced not only the people in Jeju Island, but also the people nationwide to use fewer plastic cups.

JEJUPASS

Industry

Platform Service

Type of partnership

Communications and Awareness Raising

Conservation focus

Plastic Reduction

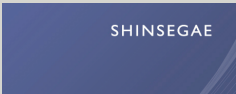
Range of contribution

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



CONTRIBUTING TO NATURE CONSERVATION THROUGH SPONSORSHIP: PHILANTHROPY

Companies are contributing to nature conservation by sponsoring WWF-Korea's overall conservation projects. It is possible to donate to projects that are directly associated with the business strategy of each company or projects of issues that the employees consider meaningful. WWF-Korea continues to use donations for certain projects while also helping to create sustainable businesses. In the 2019 fiscal year, Shinsegae group, Samsung Fire & Marine Insurance Co., KOLON, Youngone Holdings, Com2uS, HansaeMK, NATURE GARDEN, Gonggam Networks, and Wing Bling provided charitable donations to help WWF-Korea's nature conservation practices.



삼성화재



(주)영원무역

com2uS

ANDEW

NATURE GARDEN



wing bling

WWF NETWORK

Australia	Pakistan	Allied Organizations of WWF
Austria	Papua New Guinea	Fundación Vida Silvestre (Argentina)
Armenia	Peru	Pasaules Dabas Fonds (Latvia)
Azerbaijan	Philippines	Nigerian Conservation Foundation (Nigeria)
Belgium	Poland	
Belize	South Africa	
Bolivia	South Korea	
Bhutan	Romania	
Bulgaria	Russia	
Brazil	Singapore	
Canada	Slovakia	
Cambodia	Solomon Islands	
Cameroon	Spain	
Central Africa	Surinam	
China	Sweden	
Chile	Switzerland	
Colombia	Tanzania	
Cuba	Thailand	
Croatia	Turkey	
Denmark	Tunisia	
DRC	UAE	
Ecuador	Uganda	
Fiji	UK	
Finland	Ukraine	
France	USA	
French Guiana	Vietnam	
Gabon	Zambia	
Georgia	Zimbabwe	
Germany		
Guatemala		
Guyana		
Greece		
Honduras		
Hong Kong		
Hungary		
India		
Indonesia		
Italy		
Japan		
Kenya		
Laos		
Madagascar		
Malaysia		
Mexico		
Morocco		
Mozambique		
Mongolia		
Myanmar		
Namibia		
Netherlands		
Nepal		
Norway		
New Zealand		
Panama		
Paraguay		

WWF BY THE NUMBERS

1961/2014

WWF was founded in 1961, with WWF-Korea being established in 2014.

+5,000,000

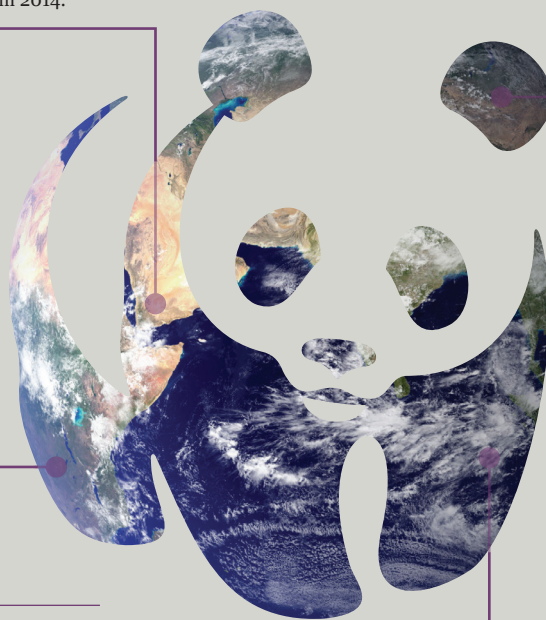
More than five million supporters are sponsoring WWF.

+100

WWF is present in over 100 countries on six continents.

6

WWF focuses on the six sectors of oceans, climate and energy, freshwater, forests, wildlife, and food.



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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(Formerly World Wildlife Fund)

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