



# CORPORATE PARTNERSHIPS REPORT

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OVERVIEW OF EMIRATES NATURE  
IN ASSOCIATION WITH WWF  
AND ITS CORPORATE PARTNERS

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FISCAL YEAR 2019

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Emirates Nature-WWF is a non-profit organisation established to drive positive change in the United Arab Emirates to conserve the nation's natural heritage.

Founded in 2001 under the patronage of H.H. Sheikh Hamdan bin Zayed Al Nahyan, the Ruler's Representative in the Al Dhafra Region and Chairman of the Governing Board of the Environment Agency–Abu Dhabi, Emirates Nature works in association with WWF, one of the world's largest and most respected independent conservation organisations.

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*WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.*

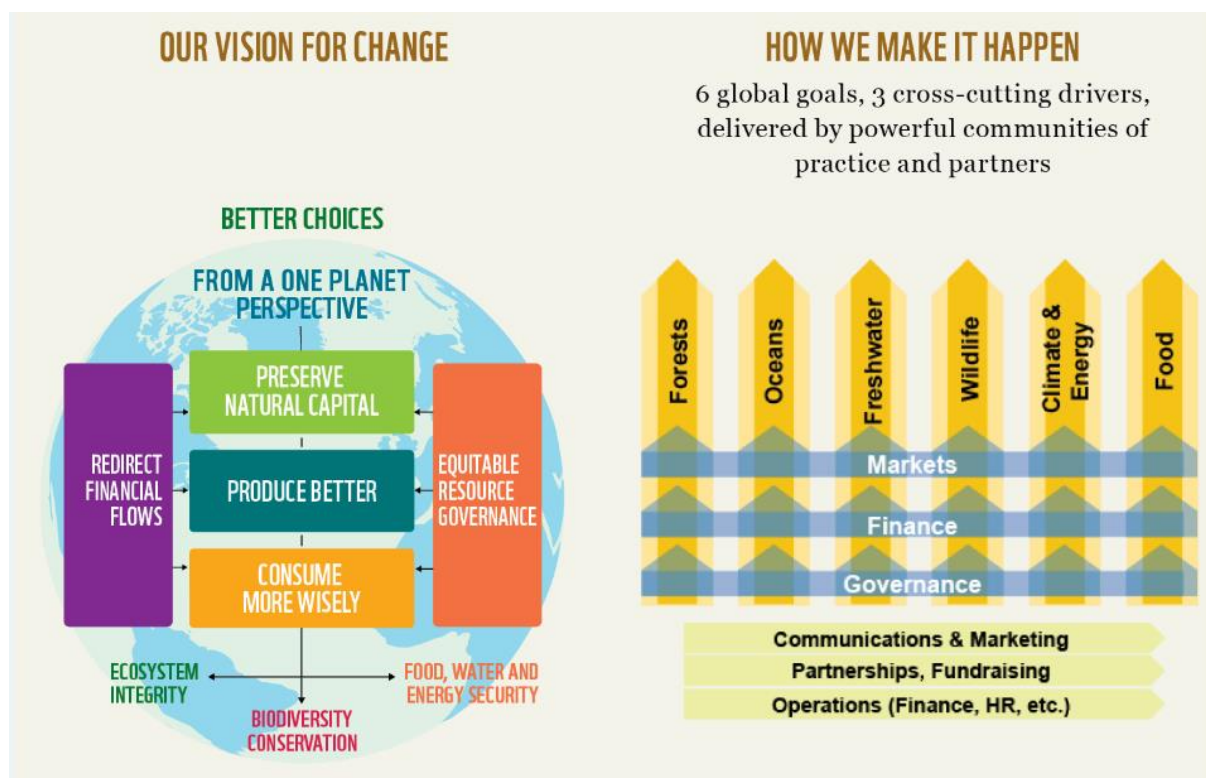
## **TAKING BOLD COLLECTIVE ACTION**

The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating new ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

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

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



## OUR WORK WITH THE CORPORATE SECTOR

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. As the [2018 Living Planet Report](#) demonstrates, the challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organization to solve alone.

Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. The corporate sector drives much of the global economy, so we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably. Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

By working with the corporate sector, WWF aims to change behaviour and drive conservation results that would not be possible otherwise.

More specifically, our work with the corporate sector aspires to do this by:

- promoting better production and responsible sourcing of raw materials that otherwise drive deforestation or unsustainable use of water;
- encouraging a switch away from fossil fuels to 100 per cent renewable energy and away from fossil fuels;
- engaging jointly on public policy;

- supporting the equitable sharing of natural resources;
- redirecting financial flows to support conservation and sustainable ecosystem management;
- raising awareness of the need to consume more wisely; and
- protecting some of the world's most ecologically important places.

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms such as the UN Global Compact, Science Based Targets, the Consumer Goods Forum) to make ambitious commitments (and to engage in public policy discussions at global and local level, and supporting credible certification schemes (e.g. Forest Stewardship Council (FSC), Marine Stewardship Council (MSC) Aquaculture Stewardship Council (ASC), Roundtable on Sustainable Palm Oil (RSPO), Roundtable on Responsible Soy (RTRS). We also publish scorecards and reports on company or sector performance (e.g. palm oil scorecard; soy scorecard, and sustainable cotton ranking), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. Seize Your Power, Virunga, Reviving the Oceans Economy), as well as work in partnership with individual companies.

This report presents an overview of the partnerships that this WWF office has with individual companies.

## WWF'S CORPORATE PARTNERSHIPS

Our cooperation with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public. In general, we distinguish three types of partnerships with companies:

### **1. Driving sustainable business practices**

Our partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company's operations and value chain. These intend to reduce the major environmental impacts of some of the world's largest companies, achieve conservation results that would not otherwise be possible, and influence related sectors and markets.

### **2. Communications and awareness raising**

The second way that WWF partners with the private sector is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of WWF's priority places and species. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as MSC-certified fish, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the tiger.

### **3. Philanthropic partnerships**

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

WWF partners on a philanthropic or awareness-raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

Many partnerships with companies use a combination of these approaches.

WWF works with companies to achieve our conservation goals. NGO and company partnerships involve engaging in constructive dialogue while challenging each other with real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

## **TRANSPARENCY AND ACCOUNTABILITY**

Results and impact, both qualitative and quantitative, are essential for us. We advocate transparency in action by all stakeholders as a crucial step toward sustainability. We believe that accountability for results and transparency to our supporters and our members on how we deliver those results are key to our approach of working in a constructive, cooperative manner with all our partners, including the corporate sector.

We want all our partnerships with companies to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have, therefore, started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the private sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue reporting publicly on all our company relationships, their intent, objectives and impacts, of which this report is one part. A Global Report of WWF's largest corporate partnerships globally can also be found on [www.panda.org/business](http://www.panda.org/business).

## THIS REPORT

The aim of this report is to give an overview of the partnerships that Emirates Nature-WWF has with individual companies. Funds obtained through corporate partnerships are typically used by Emirates Nature-WWF to:

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

Emirates Nature-WWF is responsible for the (contractual) agreement(s) with the companies concerned for their work in UAE or region. The activities of the engagements in many cases take place in other countries or regions.

In FY19, income from corporate partnerships represented 10.15% of Emirates Nature-WWF office’s total income.

## EMIRATES NATURE-WWF CORPORATE PARTNERSHIPS

The following list of companies is an overview of all the corporate partnerships that Emirates Nature-WWF had during the fiscal year 2019 with a contribution more than EUR 25,000 (approximately AED 100,000).

### Abu Dhabi Commercial Bank

In 2019, Abu Dhabi Commercial Bank (ADCB) continued its partnership with Emirates Nature-WWF. The core activities of the partnership include activating an ATM donations initiative to engage and educate customers about conservation in the UAE and encourage vital donations. Each ATM cycle features a different image of UAE nature along with an option to donate 1 dirham to our environmental conservation programmes. The vital support from ADCB has contributed to the success of key conservation projects over the past 8 years.

Industry	<b>Financial Services</b>
Type of partnership	<b>Communication and awareness raising Philanthropic partnership</b>
Conservation focus	<b>Oceans, Wildlife</b>
FY2019 budget range (EUR)	<b>25,000 – 100,000</b>

## Al Dahra Holding

Al Dahra Holding, a leading multinational agribusiness is a major strategic and innovation partner that has supported Emirates Nature-WWF. Under a three-year partnership agreement signed in 2018, Al Dahra remained a significant donor in 2019, providing funding to implement a range of activities across our various conservation programmes. In addition, through this partnership we are also exploring the development of an innovative educational module to use state of the art technology to grow crops in the region.

Industry
<b>Agriculture (farming, crop &amp; livestock, wool, seeds, etc)</b>
Type of partnership
<b>Philanthropic partnership</b>
Conservation focus
<b>Climate &amp; Energy, Food</b>
FY2019 budget range (EUR)
<b>100,000 – 250,000</b>

## Coca Cola Foundation

In 2019, Emirates Nature-WWF received a grant from Coca Cola Foundation for a freshwater conservation project in Wadi Shees that supported the restoration and preservation of the ancient irrigation system known as a “Falaj” and improved the efficiency of a piped irrigation system in Fujairah, UAE. The first objective of the project was to investigate the designation of the wadi as a new Ramsar site for UAE and a new protected area and/or heritage site. The project also comprised the restoration of the traditional falaj system for cultural, historical and educational purposes, along with improvement of farming practices through the introduction of modern technologies for sustainable water use. The project is therefore contributing to the improvement of livelihoods among the semi-agrarian Shees community.

Industry
<b>Beverages</b>
Type of partnership
<b>Driving sustainable business practices Philanthropic partnership</b>
Conservation focus
<b>Freshwater, Wildlife</b>
FY2019 budget range (EUR)
<b>100,000 – 250,000</b>

## First Abu Dhabi Bank

First Abu Dhabi Bank (FAB) joined Emirates Nature-WWF Sustainability Partnership Programme as an Empowerment partner in 2018-2019. Through this partnership, Emirates Nature-WWF has helped support FAB's 'Be the Change' Rethink Plastic campaign, with the objective of building greater understanding and raising awareness among employees of the impact of single-use plastics on our environment and encouraging positive behaviour change.

Industry

**Financial Services**

Type of partnership

**Philanthropic partnership**

Conservation focus

**Wildlife**

FY2019 budget range (EUR)

**25 – 100,000**

## HSBC Bank Middle East

HSBC has sponsored Emirates Nature-WWF to provide capacity building workshops for the private sector companies in the UAE to learn more about GHG inventory development, and carbon reduction target and strategy setting in the UAE. This drive is to engage the private sector in reducing emissions in the UAE. HSBC employees also raised funds thru HSBC ASEAN Challenge and the amount raised contributed towards marine conservation in the UAE and the restoration of Green Gulf Turtle populations in the UAE.

Industry

**Financial Services**

Type of partnership

**Communication and awareness raising  
Driving sustainable business practices**

Conservation focus

**Climate & Energy, Oceans**

FY2019 budget range (EUR)

**25,000 – 100,000**

## OTHER EMIRATES NATURE-WWF CORPORATE PARTNERSHIPS

The following list represents all corporate engagements that Emirates Nature-WWF had in FY2019, with a contribution less than EUR 25,000 (approximately AED 100,000) or less (including pro bono or in-kind contributions).

Al Fahim Group <sup>3</sup>
Al Futtaim Retail <sup>1,7</sup>
Amlak Finance PJSC <sup>1</sup>
Big Fish Consult DMCC
Canadian Business Council of Dubai and Northern Emirates <sup>1,2</sup>
Crate & Barrel <sup>7</sup>
Crescent Enterprises Limited <sup>1</sup>
Dentons & Co. <sup>1,2</sup>
Dolphin Energy Limited
Dubai Institute for Design & Innovation <sup>4</sup>
ecap <sup>1,2</sup>
Emaar Hospitality Group <sup>1</sup>
Emaar Industries & Investment <sup>1</sup>
Emirates Building Council <sup>4</sup>
Emirates NBD <sup>1</sup>
EuroTech ME – UAE <sup>1,2</sup>
Farnek <sup>1,2</sup>
Fine Fare Food Market LLC <sup>1</sup>
German Imaging Technologies <sup>1,2</sup>
Globe Express Services <sup>1</sup>
Grant Thornton UAE <sup>1,2</sup>
Gulf Capital <sup>1</sup>
Gulf Greetings General Trading LLC <sup>1</sup>
Gulftainer Company Limited <sup>1</sup>
JSS Private School <sup>5</sup>
Khidmah LLC <sup>1,2</sup>
Linklaters LLP <sup>1,2</sup>

L'Occitane <sup>7</sup>
LuLu-Abu Dhabi <sup>7</sup>
Lush Fresh Handmade Cosmetics LLC <sup>1</sup>
Media One Hotel <sup>1,2</sup>
Mirzam Chocolates <sup>1,7</sup>
Momentum Logistics <sup>1</sup>
Namshi <sup>7</sup>
National Bank of Fujairah PJSC <sup>1,2</sup>
Noukhada Adventure Company <sup>1,2</sup>
Paws Trails Explorers <sup>1,2</sup>
Pico International LLC <sup>1,4</sup>
Plantshop.ae <sup>1,7</sup>
Provis <sup>1,2</sup>
SAPIN <sup>1</sup>
Sea Hawk Marine Sport & Adventures LLC <sup>1,2</sup>
Six Construct Ltd. Co. <sup>1</sup>
Swiss Business Council Dubai and Northern Emirates <sup>1,2</sup>
The Body Shop <sup>1,7</sup>
The Water Project <sup>4</sup>
TIME Hotels Management LLC <sup>4</sup>
VIP Ventures <sup>5</sup>
Vox Cinemas <sup>1,2</sup>
WWF International <sup>6</sup>
Yalla Give <sup>2,5</sup>
Yas Mall <sup>1</sup>

## Emirates Nature-WWF Initiatives Mentioned in this Report

### 1. Sustainability Partnership Programme

Emirates Nature-WWF's corporate engagement programme provides a platform for companies in the UAE who wish to contribute to conservation work across the UAE over a longer period usually from two years onwards. Organisations can support financially through unrestricted funding, through dedicated programme sponsorship or the allocation of pro-bono services that reduce the need for Emirates Nature-WWF to incur budgeted expenditure. The partnership agreement between Emirates Nature-WWF and the company, does not imply any endorsement by Emirates Nature-WWF of the said company or its brands, products or services. The partnership acts as a platform for entities to contribute to sustainability initiatives in the UAE, as well as gain access to information, events and engagement activities to help raise a company's environmental capacity and awareness of issues relevant to the UAE.

### 2. Pro-bono services

Emirates Nature-WWF depends on the generous assistance of a wide range of supporters and partners to fulfil its mission. Pro-bono contributions provide valuable expertise and resources to help build Emirates Nature-WWF's organisational capacity and impact, and enhance operations and communications and reduce the need for Emirates Nature-WWF to incur budgeted expenditure. The type of assistance offered by our pro bono partners was diverse, ranging from media and advertising, goods and services, legal advice and event support usually dedicated to a specific activity.

### 3. Project sponsorship

Business partners support Emirates Nature-WWF through investments in specific conservation projects. Sponsored projects are an integral part of Emirates Nature-WWF's conservation work and can also promote environmental awareness and responsible environmental practice among customers, employees, industry leaders and other stakeholders.

### 4. In-kind projects

In-kind project supporters can help reduce Emirates Nature-WWF's operational costs as well as contribute items or services to specific Emirates Nature-WWF projects that reduce the need for Emirates Nature-WWF to incur budgeted expenditure. The support was similar to the range of pro-bono services described above, however are allocated to a specific project.

### 5. External fundraising events

In compliance with certain fundraising restrictions inside the UAE, Emirates Nature-WWF relies on the support of business partners to help facilitate the collection of contributions from the general public to achieve our conservation goals.

6. Philanthropic support from corporate associated foundation  
Contribution received from corporate associated foundation supporting its global conservation efforts focusing on marine preservation, climate change and energy among others.
7. Sustainable Giving  
Contribution from partners, supporters and donors thru sustainable giving mechanics such as ATM donations, just one for the planet, % of profits/products, rethink plastic, and others. This mechanics require an approval from Ministry of Community Development (MOCD) and Islamic Affairs and Charitable Activities Department (IACAD).

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

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# THE WWF NETWORK\*

## WWF Offices

Armenia  
Australia  
Austria  
Azerbaijan  
Belgium  
Belize  
Bhutan  
Bolivia  
Brazil  
Bulgaria  
Cambodia  
Cameroon  
Canada  
Central African Republic  
Chile  
China  
Colombia  
Croatia  
Democratic Republic of  
Congo  
Denmark  
Ecuador  
Fiji  
Finland  
France  
French Guyana  
Gabon  
Georgnia  
Germany  
Greece  
Guatemala  
Guyana  
Honduras  
Hong Kong  
Hungary

India  
Indonesia  
Italy  
Japan  
Kenya  
Korea  
Laos  
Madagascar  
Malaysia  
Mexico  
Mongolia  
Mozambique  
Myanmar  
Namibia  
Nepal  
Netherlands  
New Zealand  
Norway  
Pakistan  
Panama  
Papua New Guinea  
Paraguay  
Peru  
Philippines  
Poland  
Romania  
Russia  
Singapore  
Solomon Islands  
South Africa  
Spain  
Suriname  
Sweden  
Switzerland

Tanzania  
Thailand  
Tunisia  
Turkey  
Uganda  
United Arab Emirates  
United Kingdom  
United States of America  
Vietnam  
Zambia  
Zimbabwe

## WWF Associates\*

Fundación Vida Silvestre  
(Argentina)

Pasaules Dabas Fonds  
(Latvia)

Nigerian Conservation  
Foundation  
(Nigeria)

\*As at October 2017



Emirates Nature-WWF is a non-profit organisation established to drive positive change in the United Arab Emirates to conserve the nation's natural heritage. Established in 2001 under the generous patronage of H.H. Sheikh Hamdan bin Zayed Al Nahyan, the Ruler's Representative in the Al Dhafra Region, we work with partners to devise policies, educate communities and implement conservation solutions to ensure the future health of the Earth, its ecosystems and inhabitants. We are part of the global WWF network, which has a 50-year legacy of environmental conservation and is supported by more than five million people worldwide.

For more information about Emirates Nature-WWF, please visit [emiratesnaturewwf.ae](http://emiratesnaturewwf.ae)