

**Corporate Partnerships Report – FY 2019**  
**WWF-INDONESIA**  
**September, 2020**

*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.*

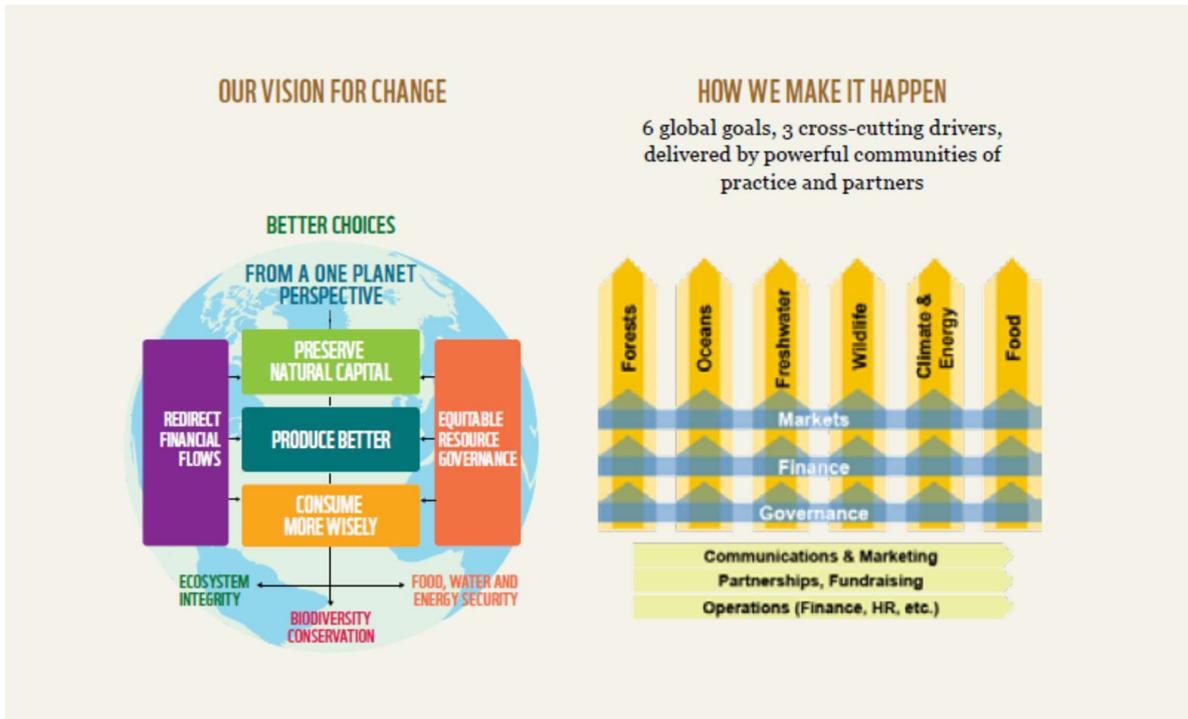
**TAKING BOLD COLLECTIVE ACTION**

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 WWF-Indonesia 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 [here](#).

## **THIS REPORT**

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

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

This WWF office is responsible for the (contractual) agreement(s) with the companies concerned. The activities of the engagements in many cases take place in other countries or regions.

In FY19, income from corporate partnerships represented 7% of WWF-Indonesia's total income.

## PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EURO 25,000 IN FY19

Company Name	PT Bank HSBC Indonesia
Industry	Financial Services
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Freshwater
Budget Range (in Euro)	100,000-250,000
URL link to partnership webpage	<a href="http://wwf.id/mitra/hsbc-water-programme">wwf.id/mitra/hsbc-water-programme</a>

### **Revitalization Koto Panjang Water Catchment Program in West Sumatera and Riau**

In 2017, WWF-Indonesia and PT Bank HSBC Indonesia (HSBC Indonesia) initiated the project in response to emerging conservation need in the area of Kotopanjang. Located in Sumatera, the 6th largest island in the world, there are more than 3 million people and a wide variety of biodiversity that depends on its life on the 12.400 Ha dam of Kotopanjang.

However, water pollution and sedimentation caused by land degradation and unsustainable agriculture and aquaculture practices have led to a critical decline in water quality. It also disrupts the water flows and paralyzed many river functions, including for drinking, washing, cooking, bathing and source of electrical power (hydroelectric plant). Therefore, HSBC Indonesia supported WWF-Indonesia to revitalize Kotopanjang water catchment as well as the function of the hydropower, improving awareness of all relevant stakeholders on the collaborative actions, and ensuring HSAP (Hydropower Sustainability Assessment Protocol) tools are recognized and adopted by the government.

Through this project, HSBC and WWF-Indonesia will achieve the objectives by six key activities, including water catchment restoration, watershed conservation, sustainable hydropower promotion, community development and advocacy, research and communication, and volunteering program.

Company Name	PT Bank HSBC Indonesia
Industry	Financial Services
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Forests
Budget Range (in Euro)	25,000-100,000
URL link to partnership webpage	

### **Smallholders Palm Oil Project in Sintang, West Kalimantan**

WWF-Indonesia and PT Bank HSBC Indonesia (HSBC Indonesia) has been working together for sustainable oil palm in West Kalimantan since 2015. West Kalimantan province plays an important role as the largest palm oil producers in Kalimantan island. Oil palm plantations in West Kalimantan include an approximately 1,455,182 hectares. Most are operated by palm oil growers and small farmers owning 25% of the total land area.

Independent smallholders are critical player for bringing sustainable palm oil in Indonesia. Sadly, they still face a lot of challenges on the ground such as lack of access to knowledge, technology, finance and limited support from the government. This has led to lower productivity and low concern for sustainability. For example, they often purchase cheap, low-yield seedlings and burn land to make way for crops.

In Sintang, WWF-Indonesia and HSBC-Indonesia is in partnership to improve independent smallholders capacity towards more sustainable activities on the ground. Working with 208 members of Koperasi Rimba Harapan in 7 villages with total population of 1,040 people, our intervention are to improve the management of approximately 300 hectares, increasing the efficiency of existing plantations rather than simply expanding to increase yields. Our main activities in this program are below:

- Empowering independent small holder to obtain RSPO and/or ISPO Certification
- Strengthening economic resilience through pilot alternative sustainable income generation model
- Capacity building on business development and management of creative economy model for the cooperative members
- Ensuring long-term support from the local government and other related stakeholders
- Magnifying impacts of the project as a center of excellent; Setting up Community of Practice on sustainable independent smallholder palm oil practice & establish forum on sustainable palm oil

Company Name	PT Bank Negara Indonesia (Persero) Tbk
Industry	Financial Services
Type of Partnership	Communication & Awareness Raising
Conservation Focus of Partnership	General Support
Budget Range (in Euro)	100,000-250,000
URL link to partnership webpage	<a href="http://wwf.id/mitra/bni">wwf.id/mitra/bni</a>

### **BNI VISA – WWF CARD**

WWF-Indonesia and PT Bank Negara Indonesia (Persero) Tbk (BNI) first launched co-branded a Visa credit card in 2011. This BNI VISA – WWF Card aims to raise public awareness and raise funds to support conservation initiatives, by donating 0.4% from total retail transaction to WWF-Indonesia.

## **PARTNERSHIPS WITH AN ANNUAL BUDGET OF EURO 25,000 OR LESS IN FY19**

The following list represents all corporate partnerships that WWF-Indonesia has with an annual budget of Euro 25,000 or less (including pro bono or in-kind contributions) in FY19.

1. PT Bank Central Asia, Tbk
2. PT Hino Motors Sales Indonesia & PT Hino Motors Manufacturing Indonesia
3. PT Laneige Indonesia Pacific
4. PT Mitra Inovasi Gemilang
5. PT SONY Indonesia
6. PT Visionet International
7. PT Aplikasi Karya Anak Bangsa
8. PT Dompot Anak Bangsa
9. Asosiasi Industri Permebelan dan Kerajinan Indonesia
10. PT DBS Indonesia
11. PT Angkasa Pura I (Persero)
12. PT Pembangunan Perumahan (Persero) Tbk
13. PT Bank Negara Indonesia (Persero) Tbk
14. PT Bank BNI Syariah
15. PT Tozy Bangun Sentosa
16. CV Raka Marine
17. CV Dinis Putra
18. PT Oriental Indah Bali Hotel
19. PT Sama Sama Gili Wisata
20. PT Cahaya Adrian Flores
21. Lokha Legian
22. Puri Sari Hotel
23. The Sanctoo Villa & Spa (PT. PESONA AURA BALI)
24. CV Santrian Beach Cottages (Griya Santrian)
25. Bintang Flores Hotel
26. Swiss Bel Hotel Ambon
27. Lokha Ubud
28. The Lokha Umalas Villas & Spa
29. Hotel Grand Santhi
30. The Haven Bali Seminyak
31. Amaris Hotel Kupang
32. Selayar Eco Resort
33. Villa Ombak
34. Plaza Inn Kendari
35. Fave Hotel Gatot Subroto Jakarta
36. Golden Palace Hotel Mataram
37. The One Legian Hotel
38. Asana Kawanua Hotel Jakarta
39. The Haven Berawa
40. Fairmont Jakarta
41. Ibis Styles Cikarang

42. PT Samudera Eco Anugerah Indonesia
  43. Komunal 88
  44. PT Wallacea
  45. PT Kurabesi Nusantara Indonesia
  46. PT Caputra Bumi Bahari (Quicksilver Cruise)
  47. PT Pinisi Duta Bahari (Sea Trek Sailing Adventures)
  48. PT Flores XPI
  49. PT Dive Komodo
  50. PT JITH Rajasa Indonesia (Travacello)
  51. PT Garap Sukses Abadi (Tripinto Tour)
  52. PT Jalan Terus Indonesia (Butik Trip)
  53. PT Marij Divine Diving
  54. PT Nuha Kepa Kai
  55. CV Y2N Wakatobi (Wakatobi Dive Trip)
  56. PT Selayar Dive & Adventure
  57. CV Tinabo Indo Wisata
  58. CV Mandiri Alor Lestari Alam
  59. PT Eco Diver Manado
  60. Selayar Marine Dive
  61. PT Wiyata Saba Indonesia (Jelajah Pulau)
  62. Wicked Diving
  63. Biz Hotel Ambon
  64. PT Golden Bird Bali
  65. UD Pulau Mas
  66. PT Mustika Minanusa Aurora
  67. PT Satu Enam Delapan Benoa
  68. PT Hatindo Makmur
  69. PT SEA Indonesia
  70. Celebes Seaweed Group
  71. PT Bumi Menara Internusa
  72. PT Cassanatama Naturindo
  73. PT Sekar Laut
  74. PT Balinusa Windumas
  75. PT Primo Indo Ikan
  76. PT Bogatama Marinusa
  77. PT Kemilau Bintang Timur
  78. PT Mega Marine Pride
  79. PT IAMBEU Mina Utama
  80. CV Indotropic
  81. PT Winson Prima Sejahtera
  82. PT Pahala Bahari Nusantara
  83. PT Iroha Sidat Indonesia
  84. Natura Seafood
  85. Fairmont Sanur Beach Bali
  86. Yayasan Dunia Kasih Harapan
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For further information on corporate engagement at WWF-Indonesia, please contact:

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