

**Corporate Partnerships Report – FY 2020**  
**WWF-Indonesia**  
**June, 2021**

*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.*

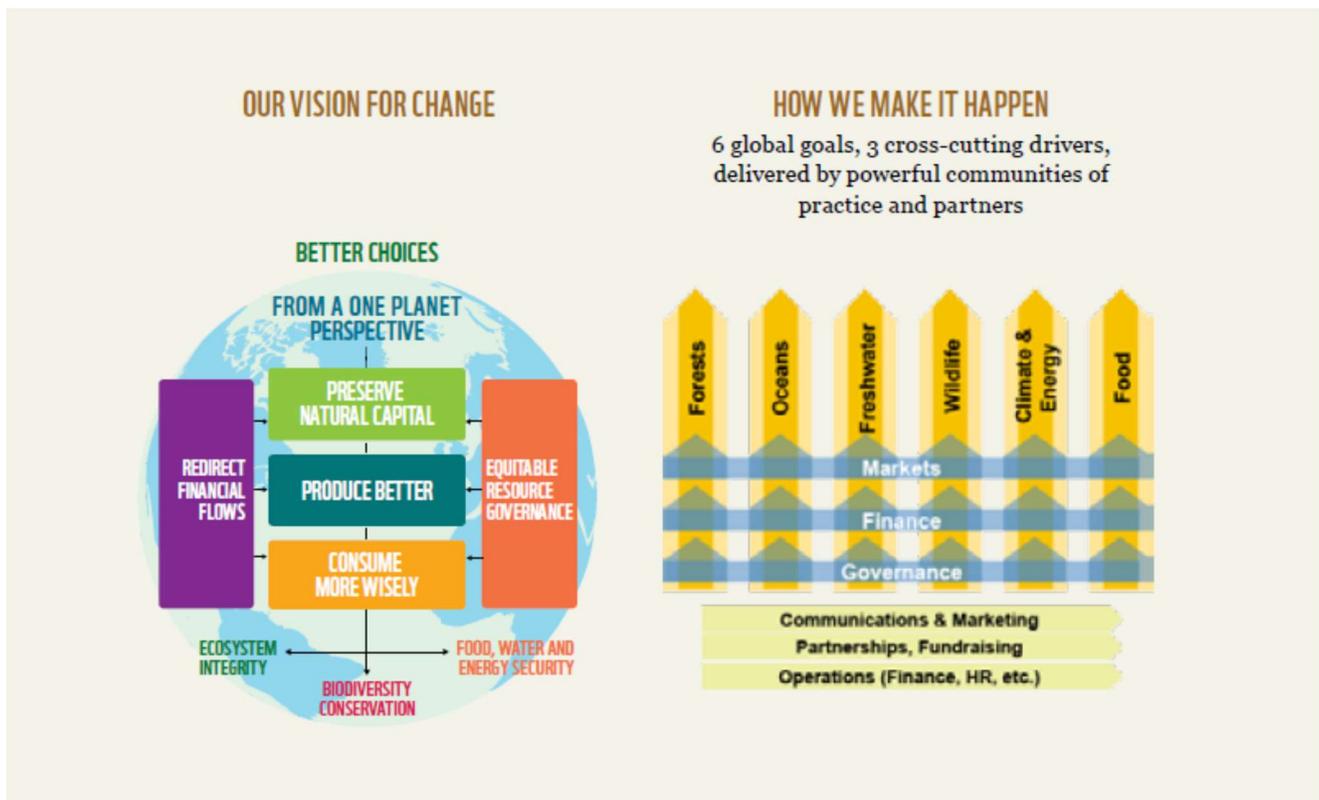
**TAKING BOLD COLLECTIVE ACTION**

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 [2020 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 \(FSC\)](#), [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 FSC-certified wood, 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 FY20, income from corporate partnerships represented 6% of this WWF-Indonesia's total income.

## PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EURO 25,000 IN FY20

Company Name	PT Bank HSBC Indonesia
Industry	Financial Service
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Forest & 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 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 Negara Indonesia (Persero) Tbk
Industry	Financial Service
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 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.

Company Name	PT Bank HSBC Indonesia
Industry	Financial Service
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Marine & Fisheries
Budget Range in Euro	25,000 – 100,000
URL link to partnership webpage	-

### **Sustainable Sourcing for Seaweed Industry in Indonesia**

Seaweed is one of the biggest aquaculture commodities in Indonesia. However, business and practices have also a potential risk to the environment. Some of the issues are following spatial plan, habitat destruction (mangrove and seagrass conversion), ocean pollution (e.g.: plastic waste), blocking critical corridor for endangered marine species, chemical use, etc.

The program is designed to support:

1. Seaweed industries and association understand Responsible Seafood Sourcing Policy (including environmental impacts of seaweed production)
2. Seaweed Aquaculture Improvement Projects are implemented with pioneer companies and its supply chain (ie. Seaweed supply chain in Wakatobi & Bone) and share lesson learnt to seaweed association

The project is located in Surabaya & Makassar (as the center of seaweed processing companies) as well as Wakatobi, South East Sulawesi, and Bone, South Sulawesi (as the potential supply chain). The targeted beneficiaries are seaweed buyers or export companies and seaweed association and related government agencies (central and local agencies) in Indonesia, and seaweed producers (industrial and community groups).

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

### **Sustainable Coffee Production in West Java**

West Java coffee has a high potential and is called the best coffee supported by the best geographical potential; however, it has not been produced in certain quality. In this project, WWF-Indonesia works with Indonesia Coffee Exporter Association and other sustainable coffee platform related in various activities, including (1) Conducting initial identification and assessment; (2) Facilitating round table discussion on sustainable coffee; (3) Capacity building for sustainable production. WWF-Indonesia will also work directly with coffee farmers in Cibulao Forest Farmers Group, which have been practicing multi strata coffee cultivation (mixed/shaded coffee or coffee agroforestry) in the upstream Ciliwung River Basin.

Company Name	PT Bank HSBC Indonesia
Industry	Financial Service
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Forests & Freshwater
Budget Range in Euro	25.000 – 100.000
URL link to partnership webpage	

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

WWF-Indonesia and 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. 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 HSBC Indonesia
Industry	Financial Service
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Sustainable Finance
Budget Range (in Euro)	25,000-100,000
URL link to partnership webpage	-
<p><b>Banking on Sustainability; Financing Environmental and Social Opportunities” Project</b></p> <p>WWF-Indonesia &amp; HSBC Indonesia committed to contributing to increasing the level of knowledge of Financial Institutions in Indonesia and leverage their key roles in advancing the sustainability outcomes. By integrating Environmental, Social &amp; Governance (ESG) analyses into lending, investment &amp; underwriting practices, Financial Institution can reduce risks to their portfolios, enhance value creation and support companies as they transition to more sustainable business models. In turn, this also serves to build a stronger, more resilient global economy.</p> <p>At the initial stage, the industry may face some challenges and barriers to implement sustainable finance effectively. Financial Institutions need to be supported on how to operationalize the sustainable finance in practice and how to deal with the emergence issues related to climate change and environmental degradation. These are the key areas that Financial Institutions can play in mitigating the environmental and social risks associated with business they finance.</p>	

Company Name	PT Bank Tabungan Pensiunan Nasional Syariah Tbk
Industry	Financial Service
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Forests & Freshwater
Budget Range in Euro	25.000 – 100.000
URL link to partnership webpage	<a href="http://wwf.id/mitra/btpn-syariah">wwf.id/mitra/btpn-syariah</a>
<p><b>Tepat Peduli Program - Infrastructure Assistance for BTPN Syariah’s Business Community</b></p> <p>To commemorate BTPN Syariah 5<sup>th</sup> anniversary, BTPN Syariah conducted Tepat Peduli Program. This program aims to support communities surrounding its business area by giving infrastructure assistance in several areas in Indonesia. Partnering up with WWF-Indonesia in Aceh, West Java, Jakarta, Central Java, and Lombok, we worked together to equip communities by providing freshwater, waste management, and ecotourism infrastructure.</p>	

Company Name	PT Bank Negara Indonesia (Persero) Tbk
Industry	Financial Service
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Wildlife
Budget Range in Euro	25.000 – 100.000
URL link to partnership webpage	-
<p><b>Javan Rhino Conservation Program in Ujung Kulon National Park</b></p> <p>Together with 7 (seven) other stated-owned enterprises, BNI lead to support the Javan Rhino Conservation Program in Ujung Kulon National Park. The program aims to support community development through field schools for villages located in buffer zone, food enrichment, DNA study, and monitoring infrastructure assistance</p>	

### **PARTNERSHIPS WITH AN ANNUAL BUDGET OF EURO 25,000 OR LESS IN FY20**

The following list represents all corporate partnerships that this WWF office has with an annual budget of Euro 25,000 or less (including pro bono or in-kind contributions) in FY20.

1. PT Johnson & Johnson Indonesia
2. PT Blue Bird, Tbk
3. PT Goldland Alfa Reality
4. PT UangMe Indonesia Fintech
5. PT Bank Central Asia Tbk
6. PT Artotel Indonesia
7. PT FWD Life Indonesia
8. PT Bank OCBC NISP Tbk
9. PT Dompot Anak Bangsa
10. PT Aplikasi Karya Anak Bangsa
11. PT MRT Jakarta (Perseroda)
12. PT Trinusa Travelindo (Traveloka)
13. PT Mitra Inovasi Gemilang
14. PT Tozy Bangun Sentosa
15. PT Laneige Indonesia Pasific
16. PT DBS Indonesia
17. PT Sony Indonesia
18. PT Samsonite Indonesia
19. PT Angkasa Pura I (Persero)
20. Asosiasi Industri Permebelan dan Kerajinan Indonesia (Asmindo)
21. PT Bank Tabungan Pensiunan Nasional Syariah Tbk
22. PT Bank BNI Syariah
23. PT. Samudera Ekowisata Indonesia
24. PT. Samudera Eco Anugerah InDonesia
25. PT. Wallacea Jalesveva Lestari
26. PT. Flores XPI
27. PT. Dive Komodo
28. PT. JITH Rajasa InDonesia (Travacello)

29. PT. Garap Sukses Abadi (Tripinto Tour)
30. PT. Jalam Terus Indonesia (Butik Trip)
31. PT. Marij Divine Diving
32. PT. Nuha Kepa Kai
33. CV.Y2N Wakatobi (Wakatobi Dive Trip)
34. PT. Selayar Dive & Adventure
35. CV. Tinabo Indo Wisata
36. PT. Kurabesi Nusantara Indonesia
37. PT. Pondok Satu Hati (The One Villa)
38. Santika Hotel Mataram (PT Lombok Asri)
39. Rekan Dive Centre
40. Puri Sari Hotel
41. CV. Dinis Putra
42. CV. Mandiri Alor Lestari Alam
43. The Sanctoo Villa & Spa (PT. PESONA AURA BALI)
44. CV. Santrian Beach Cottages (Griya Santrian)
45. PT. Eco Diver Manado
46. Conrad Bali (PT. Oriental Indah Bali Hotel)
47. Swiss Bell Hotel (PT Chriswiyen Rejeki)
48. Bintang Flores Hotel
49. Kommunal 88
50. Lokha Legian
51. Lokha Ubud
52. The Lokha Umalas Villas & Spa
53. Hotel Grand Santhi
54. The Haven Bali Seminyak
55. Selayar Marine Dive
56. Bunaken Oasis Dive Resort
57. PT Wiyata Saba Indonesia (Jelajah Pulau)
58. Amaris Hotel Kupang
59. Flores Diving Centre (PT Cahaya Adrian Flores)
60. Wicked Diving
61. PT Caputra Bumi Bahari (Quicksilver Cruise)
62. PT Pinisi Duta Bahari (Sea Trek Sailing Adventures)
63. Villa Ombak
64. Plaza Inn Kendari
65. Alexa Scuba
66. Tandiano Dive Centre
67. Biz Hotel Ambon
68. Harper Perintis Makassar
69. Fave Hotel Gatot Subroto Jakarta
70. The One Legian Hotel
71. Fairmont Hotel Jakarta
72. The Haven Berawa
73. PT Golden Bird Bali
74. Fairmont Sanur Beach Bali
75. PT Red Planet Hotels Indonesia (Pasar Baru)
76. PT. Planet Merah Bekasi

77. PT. Planet Merah Dua Belas (Solo)
  78. PT. Planet Merah Lima (Surabaya)
  79. PT. Planet Merah Enam
  80. PT. Planet Merah Dua
  81. Red Planet Makassar
  82. PT. Wisata Jalan Laut (Seawalker Sanur)
  83. Artotel Sanur
  84. Artotel Semarang
  85. Artotel Yogyakarta
  86. Artotel Tamhrin Jakarta
  87. Artotel Haniman Ubud
  88. Artotel Surabaya
  89. Artotel Batu
  90. Pullman Central Park Jakarta
  91. Ibis Styles Cikarang
  92. Fontana Hotel Bali
  93. Bawah Reserve (PT. Pulau Bawah)
  94. Hotel Vila Lumbung
  95. Gangga Island Bungalow (Lotus Group)
  96. Lotus Bungalow (Lotus Group)
  97. Seahorse Paradise (Lotus Group)
  98. Villa Almarik (Lotus Group)
  99. Blue Bird Lombok
  100. Seed Resort
  101. Yayasan Green School Bali
  102. UD Pulau Mas
  103. PT Mustika Minanusa Aurora
  104. PT Satu Enam Delapan Bena
  105. PT Hatindo Makmur
  106. PT SEA Indonesia Celebes Seaweed Group
  107. PT Bumi Menara Internusa
  108. PT Cassanatama Naturindo
  109. PT Sekar Laut
  110. PT Balinusa Windumas
  111. PT Primo Indo Ikan
  112. PT Bogatama Marinusa
  113. PT Kemilau Bintang Timur
  114. PT Mega Marine Pride
  115. PT IAMBEU Mina Utama
  116. CV Indotropic
  117. PT Winson Prima Sejahtera
  118. PT Pahala Bahari Nusantara
  119. PT Iroha Sidat Indonesia
  120. Natura Seafood
  121. Fairmont Sanur Beach Bali
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For further information on corporate engagement at WWF-Indonesia, please contact:  
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