

Corporate Partnerships Report – FY 2021
WWF-INDONESIA
November 2022

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.

NATURE AT THE BRINK

[WWF's Living Planet Report](#) shows that humanity and the way we feed, fuel, and finance our societies and economies are pushing nature and the services that power and sustain us to the brink. Agricultural expansion, deforestation, overfishing, urban development, energy use, mining, and pollution are all driving habitat loss, water shortages, and climate change. In addition, every year, the [World Economic Forum Risks Report](#) continues to show the increase in the scale and urgency of environmental risks to the global economy, as well as the deepening interconnections between environmental issues, economic strains, and geopolitical tensions.

We cannot afford to be complacent. In fact, we need to move into an emergency and solutions-based mindset. The landmark [Intergovernmental Panel on Climate Change \(IPCC\) report, Global Warming of 1.5 °C](#), paints a clear but dire picture. It states that to avoid the most serious impacts of climate change, we need to drastically transform the world economy in the next few years. Allowing nature to fail will disrupt business, undermine economies and drive social instability.

The good news is that we also have an unparalleled opportunity for positive change – the science is clearer, awareness is greater, and innovation is more powerful than ever before. We can redefine our relationship with nature – but we need to work together. One organization alone cannot deliver the change we need. That is why WWF collaborates with businesses – working in partnership – to find solutions and act at a scale that matters.

TAKING BOLD COLLECTIVE ACTION

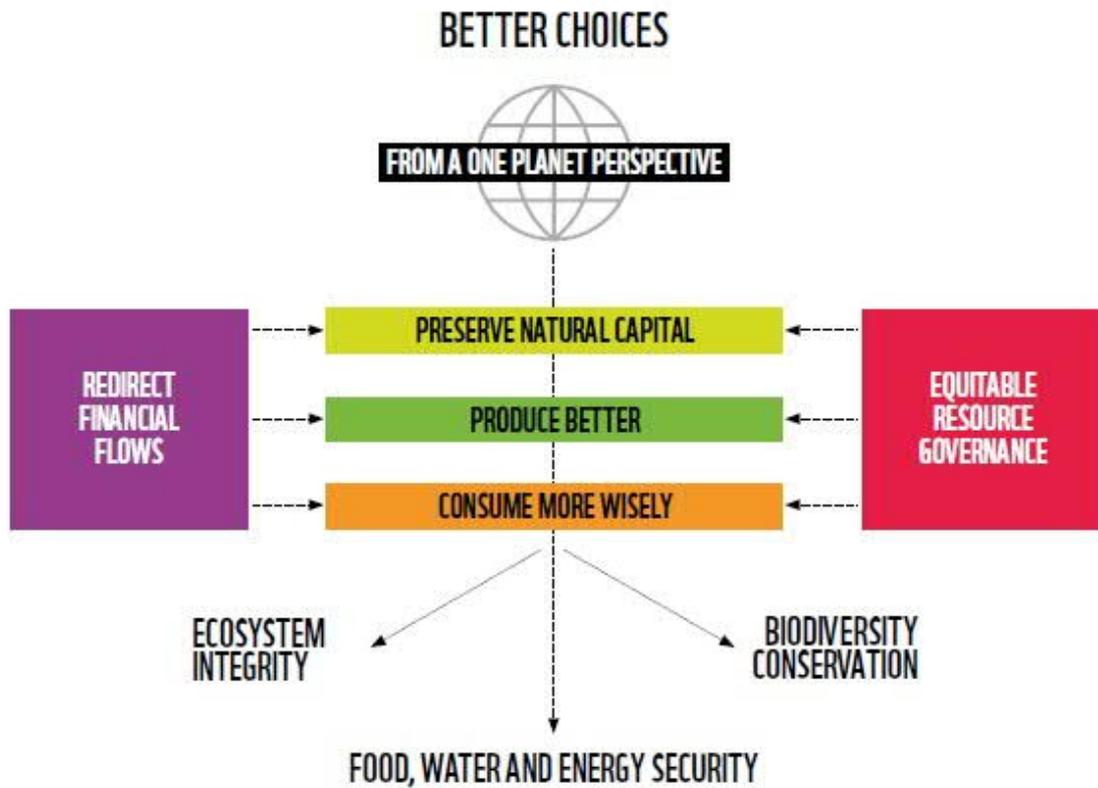
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite, and focus our efforts for greater impact.

WWF continues to deliver locally in crucial ecoregions around the world but sharpens 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.

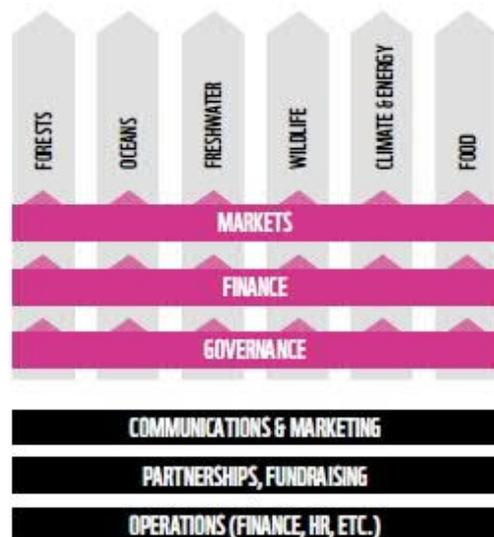
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

WWF'S GLOBAL VISION FOR CHANGE



HOW WE MAKE IT HAPPEN

**6 GLOBAL GOALS,
3 CROSS-CUTTING DRIVERS,
DELIVERED BY POWERFUL
COMMUNITIES OF PRACTICE
AND PARTNERS**



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.

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.

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](#), and the [Consumer Goods Forum](#) to make ambitious commitments (and to engage in public policy discussions at the 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 \(RTRS\)](#), [Better Cotton Initiative \(BCI\)](#)). 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. [Business for Nature](#), [Build Back Better](#), [Coalition to end wildlife trafficking online](#)), 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 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 FY21, income from corporate partnerships represented 3% of this WWF office's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY21

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 EUR)	100,000 - 250,000
URL link to partnership webpage	wwf.id/mitra/bni

BNI VISA – WWF Card

PT Bank Negara Indonesia (Persero) Tbk (BNI) and WWF-Indonesia launched a co-branded Visa credit card in 2011. From Gold and Platinum cards, the BNI VISA - WWF Affinity Card has reached 36.832 cardholders by June 2021. Through the BNI VISA - WWF Affinity Card, cardholders have supported WWF-Indonesia's mission to preserve nature in Indonesia, to which BNI has contributed 0,4% of total retail transition to WWF-Indonesia.

Company Name	PT Bank HSBC Indonesia
Industry	Financial Service
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Forest & Freshwater
Budget Range (in EUR)	100,000 - 250,000
URL link to partnership webpage	wwf.id/mitra/hsbc-water-programme

Revitalization Koto Panjang Water Catchment Program in West Sumatera and Riau

PT Bank HSBC Indonesia (HSBC Indonesia) and WWF-Indonesia initiated the project in 2017 to address an emerging conservation need in Kotopanjang. There are more than 3 million people living on Sumatera, one of the world's largest islands, and a wide variety of biodiversity depends on Kotopanjang's 12.400 ha dam.

This project has the following objectives:

1. Revitalize the Kotopanjang to improve water quantity and water quality through land restoration and sedimentation mitigation
2. Revitalize the function of the hydropower system as electricity supplier
3. Improve awareness of all relevant stakeholders on the collaborative actions to revitalize upper kampar watershed (Including Society: HSBC Volunteers & Youth)
4. Ensure HSAP (Hydropower Sustainability Assessment Protocol) Tools and integrated watershed management tools are recognized and adopted by government at national and provincial level
5. Research & communications

With the support of all stakeholders, this project has made some achievements below:

- 50 ha of critical lands have been restored through Agroforestry scheme involving 2 farmer groups consisting of 57 families
- PLTA Koto Panjang has received the international standard assessment (Hydropower Economy Social Governance/HESG Protocol). The result has been disseminated to Bappenas, Central PLN, Indonesian Hydropower Expert Association at national level for reference to improve operational governance.
- More than 2000 students, 5 elementary schools, 3 universities around 500 HSBC volunteers and families, youth activists and the local community are actively involved in joint efforts to amplify the issue about freshwater in general and about revitalizing Koto Panjang.
- West Sumatera government and PLN Riau has committed to implement Payment Environmental Services (PES).
- 2 fishing groups consisting of 23 families around the hydropower reservoir have changed their fish processing practices to be more sustainable. Also more than 50 participants have received carrying capacity implementation on Ecosystem Approach to Aquaculture) assessment

Company Name	PT Bank HSBC Indonesia
Industry	Financial Service
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Marine & Fisheries
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	https://www.wwf.id/mitra/hsbc-sustainable-sourcing-for-seaweed-industry

Sustainable Sourcing for Seaweed Industry in Indonesia

In Indonesia, seaweed is one of the most important aquaculture commodities. Considering the important of seaweed industry in Indonesia primarily for coastal communities, WWF-Indonesia supports long term production with the respect on environment. Good environmental management not only assuring the sustainability of the seaweed industry in term of cultivation activities, but it also relates to sustainable market.

In partnership with PT Bank HSBC Indonesia, WWF-Indonesia work to support below Sustainable Sourcing for Seaweed Industry that has two main objectives: 1) Seaweed industry and association understand Responsible Seafood Sourcing Policy (including environmental impacts of seaweed production), 2) Seaweed Aquaculture Improvement Project are implemented with pioneer companies and its supply chain and share lesson learnt to seaweed association.

Pandemic Covid-19 has affected the seaweed industries, medium to large scale industries have struggled to sustain the production considering the availability and shortage of raw materials, while small scale industry has been struggling in production by reducing the production scale and workforce. WWF-Indonesia has initiated an ongoing discussion with

The Indonesia Seaweed Industry Association (ASTRULI) on how to support increasing the awareness of sustainable sourcing for seaweed. Moreover, WWF-Indonesia conducted a market analysis of seaweed buyers (export market) from Indonesia, mainly from China.

Through this project, WWF-Indonesia has facilitated the implementation of Aquaculture Improvement Project (AIP) for 2 seaweed supply chains 1) in partnership with a seaweed processing industry in South Sulawesi, PT Celebes Seaweed Group (CSG), for its seaweed supply chain in Bone, and 2) two farmer groups in Wakatobi, ie. Lagundi and Derawa. WWF-Indonesia assisted the seaweed supply chains to adopt Better Management Practices guidelines which has resulted in a performance increase CSG (36% to 53.9%), Lagundi (50% to 64.5%), and Dewara (57% to 68.7%).

Company Name	PT Bank HSBC Indonesia
Industry	Financial Service
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Forests & Freshwater
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	https://www.wwf.id/mitra/hsbc-toward-sustainable-coffee-production-in-west-java

Sustainable Coffee Production in West Java

Indonesia is listed among the world's top coffee producing and exporting countries. It is important that coffee production and processing should take into account environmental needs to ensure sustainability. In this project, WWF-Indonesia with support from PT Bank HSBC Indonesia works to support Sustainable Coffee production, especially in West Java area with main objective 1. Coffee industry and/or association in Indonesia are encouraged to adopt Sustainable Coffee Platform of Indonesia, 2. Coffee farmers implement Better Management Practices to comply with Sustainability scheme in sustainable coffee production.

Through this project, WWF-Indonesia has conducted several activities such as baseline survey for key stakeholder mapping, conducting roundtable discussion to promote sustainable coffee as well as facilitating 4 coffee farmers group on the ground namely KTH Cibulao, KTH Rawa Gede, KTH Cisuren, and KTH Cikoneng to implement Good Agricultural Practices. Capacity building is done through several trainings, assisting for PIRT certifications and construction of two coffee nurseries.

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

Smallholders Palm Oil Project in Sintang, West Kalimantan

Since 2015, WWF-Indonesia and HSBC Indonesia have been working together to promote for sustainable oil palm in West Kalimantan. 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 Rimba Harapan Cooperative 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

Through this project Rimba Harapan Cooperative have been completed series of capacity building to help ensure that the RSPO certification process is progressing. They developed business scheme and received commitment from stakeholders to protect and manage the essential area/High Conservation Value. Rimba Harapan also becomes a Center of Excellence by Community of Practice and local CSOs coalition in Sintang district.

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 EUR)	25.000 – 100.000
URL link to partnership webpage	wwf.id/mitra/btpn-syariah

Tepat Peduli Program - Infrastructure Assistance for BTPN Syariah's Business Community

A partnership between BTPN Syariah and WWF-Indonesia has launched to commemorate the 5th BTPN Syariah anniversary through Tepat Peduli Program. Our program supported 47 communities in Aceh, West Java, Jakarta, Central Java, and Lombok by providing infrastructure assistance. Several infrastructure initiatives, including waste management, freshwater supply, and ecotourism, have benefited over 900 families.

Company Name	PT Bank Negara Indonesia (Persero) Tbk
Industry	Financial Service

Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Wildlife
Budget Range (in EUR)	25.000 – 100.000
URL link to partnership webpage	
<p>Javan Rhino Conservation Program in Pandeglang</p> <p>WWF-Indonesia and BNI, as the lead of 8 stated owned enterprises, collaborates to support the Javan Rhino Conservation Program in Pandeglang. Through some community development activities, this program aims to empower local communities through Field Schools in 5 villages (Rancapinang, Cibadak, Kramat Jaya, Taman Jaya & Ujung Jaya) focusing on agroforestry and ecological agriculture. More than 100 families have introduced to better and more sustainable farming that can potentially increase the villager's income.</p>	

PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR25,000 OR LESS IN FY21

The following list represents all corporate partnerships that this WWF office has with an annual budget of EUR25,000 or less (including pro bono or in-kind contributions) in FY21.

1. Representatives Offices of Agoda International Pte. Ltd.
2. Izifill
3. Kuningan City
4. PT Alfa Goldland Realty
5. PT Angkasa Pura I (PERSERO)
6. PT Artotel Indonesia
7. PT Bank Central Asia Tbk
8. PT Bank Negara Indonesia (PERSERO) Tbk
9. PT Bank Tabungan Pensiunan Nasional Syariah Tbk
10. PT Blue Bird Tbk
11. PT Faber-Castell International Indonesia
12. PT Hikvision Technology Indonesia
13. PT Johnson & Johnson Indonesia
14. PT Lion Super Indo
15. PT Mitra Inovasi Gemilang
16. PT Monster Entertainment Indonesia
17. PT MRT Jakarta (Perseroda)
18. PT Nutrifood Indonesia
19. PT Samsonite Indonesia
20. PT Trinusa Travelindo
21. RSPO Indonesia

CORPORATE ENGAGEMENT PLATFORMS

The following list represents corporate engagement platforms that WWF-Indonesia is leading or part of and involves multilateral engagements with companies to bring about sustainable outcomes within their supply chain or consumer behaviours.

1. Seafood Saver

Seafood savers is WWF-Indonesia initiative to bring fisheries sector to sustainable fisheries in Indonesia. Seafood Savers has been working with all stakeholders since 2009 to recognize and appreciate industry players who have committed to improving Indonesia fisheries. Visit www.seafoodsavers.org for more information.

Corporate engagement with Seafood Savers is listed below:

1. CV Indotropic
2. PT Balinusa Windumas
3. PT Bogatama Marinusa
4. PT Bumi Menara Internusa
5. PT Cassanatama Naturindo
6. PT Celebes Seaweed Group

7. PT Fairmont Sanur Beach Bali
8. PT Ika Nusa Windutama
9. PT Iroha Sidat Indonesia
10. PT Kemilau Bintang Timur
11. PT Lambeu Mina Utama
12. PT Matsyaraja Arnawa Stambhapura
13. PT Mega Marine Pride
14. PT Mustika Minanusa Aurora
15. PT Natura Seafood
16. PT Pahala Bahari Nusantara
17. PT Primo Indo Ikan
18. PT Samudra Eco Anugrah
19. PT Surya Alam Tunggal
20. PT Winson Prima Sejahtera

2. Signing Blue

Signing Blue is WWF-Indonesia initiative to accommodate tourism actors and tourist to practice marine responsible through the Marine Tourism Improvement Program (MTIP). In the MTIP process, Signing Blue with experts assisting the tourism providers to comply with Marine Tourism Better Management Practice (BMP) of WWF-Indonesia and the Global Sustainable Tourism Council (GSTC) criteria with “Bring Tourism To The Next Level” tagline. Visit www.signingblue.com for more information.

Below is a list of the companies that have engaged with Signing Blue:

1. Alexa Scuba
2. Amaris Hotel Kupang
3. Artotel Batu
4. Artotel De Braga
5. Artotel Haniman Ubud
6. Artotel Sanur
7. Artotel Semarang
8. Artotel Surabaya
9. Artotel Thamrin Jakarta
10. Artotel Yogyakarta
11. Bintang Flores Hotel
12. Biz Hotel Ambon
13. Blue Bird Lombok
14. Bunaken Oasis Dive Resort
15. CV Dinis Putra
16. CV Mandiri Alor Lestari Alam
17. CV Santrian Beach Cottages/Griya Santrian
18. CV Tinabo Indo Wisata
19. CV Y2N Wakatobi/Wakatobi Dive Trip
20. Fairmont Hotel Jakarta
21. Fairmont Sanur Beach Bali
22. Fave Hotel Gatot Subroto Jakarta

23. Fontana Hotel Bali
24. Gangga Island Bungalow/Lotus Group
25. Harper Perintis Makassar
26. Harris Hotel Sunset Road
27. Holiday Resort Lombok
28. Hotel Grand Santhi
29. Hotel Vila Lumbung
30. Ibis Styles Cikarang
31. Kasuari Valley Beach Resort
32. Kommunal 88
33. Lokha Legian
34. Lokha Ubud
35. Lotus Bungalow/Lotus Group
36. Plaza Inn Kendari
37. PT Cahaya Adrian Flores/Flores Diving Centre
38. PT Caputra Bumi Bahari/Quicksilver Cruise
39. PT Chriswiyen Rejeki/Swiss Bell Hotel
40. PT Dive Komodo
41. PT Eco Diver Manado
42. PT Flores XPI
43. PT Garap Sukses Abadi/Tripinto Tour
44. PT Golden Bird Bali
45. PT Jalam Terus Indonesia/Butik Trip
46. PT JITH Rajasa Indonesia/Travacello
47. PT Kurabesi Nusantara Indonesia
48. PT Lombok Asri/Santika Hotel Mataram
49. PT Marij Divine Diving
50. PT Metro Makassar Gemilang
51. PT Nuha Kepa Kai
52. PT Oriental Indah Bali Hotel/Conrad Bali
53. PT Pesona Aura Bali/The Sanctoo Villa & Spa
54. PT Pinisi Duta Bahari/Sea Trek Sailing Adventures
55. PT Planet Merah Bekasi
56. PT Planet Merah Dua
57. PT Planet Merah Dua Belas Solo
58. PT Planet Merah Enam
59. PT Planet Merah Lima Surabaya
60. PT Pondok Satu Hati/The One Villa
61. PT Red Planet Hotels Indonesia
62. PT Samudera Eco Anugerah Indonesia
63. PT Samudera Ekowisata Indonesia
64. PT Selayar Dive & Adventure
65. PT Wallacea Jalesveva Lestari
66. PT Wisata Jalan Laut/Seawalker Sanur
67. PT Wiyata Saba Indonesia/Jelajah Pulau
68. PT. Pulau Bawah/Bawah Reserve
69. Pullman Central Park Jakarta
70. Puri Sari Hotel

71. Raka Dive Centre /Rekan Dive Centre
72. Red Planet Makassar
73. Seahorse Paradise/Lotus Group
74. Seed Resort
75. Selayar Marine Dive
76. Tandiano Dive Centre
77. The Haven Bali Seminyak
78. The Haven Berawa
79. The Lokha Umalas Villas & Spa
80. The One Legian Hotel
81. Tomia Scuba
82. Villa Almarik/Lotus Group
83. Villa Ombak
84. Wicked Diving

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