



# CORPORATE PARTNERSHIPS REPORT

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OVERVIEW OF WWF-HONG KONG CORPORATE PARTNERSHIPS  
FISCAL YEAR 2014

**For further information on specific partnerships, please contact**

MA Kin Man (kmma@wwf.org.hk)

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.

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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 2014 *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. Recognizing scale and complexity of the challenges, we have chosen to engage in collaborative and collective actions with business, investors, consumers, governments and other civil society organizations to drive positive change.

## OUR WORK WITH THE CORPORATE SECTOR

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. Business 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. Business is also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

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

More specifically, our work with business 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 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 to make ambitious commitments and to engage in public policy discussions, 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, mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. [Seize Your Power Virunga](#)), as well as work in partnership with individual companies.

This report focuses on the partnerships between WWF-Hong Kong and individual companies.

Most of WWF's engagement with business is focused on the key themes of commodities, climate and freshwater.

We work with key companies in priority commodity supply chains to reduce the impact of commodity production and drive demand for more sustainable commodities. Our Market Transformation Initiative focuses on the largest companies that buy and produce agricultural commodities, such as palm oil or cotton, that drive deforestation or unsustainable water use; on fish, both wild caught, such as whitefish and tuna, and farmed such as salmon and shrimp; and on forest products such as timber and paper. Our engagement with forestry companies includes participatory programmes such as the Global Forest & Trade Network (GFTN) and the New Generations Plantations (NGP) platform.

On climate change and energy management, the activities of our Global Climate and Energy Initiative with business focus on adopting reduction targets for emissions, encouraging a switch to 100 per cent renewable energy and on best practices in corporate climate leadership. Our overall objective is to facilitate a transition to a low carbon future in line with a below 1.5°C decarbonisation pathway.

WWF's work on Water Stewardship promotes responsible business engagement on water issues. We define Water Stewardship for business as a commitment to the sustainable management of shared water resources in the public interest through collective action with other businesses, governments, NGOs and communities. It typically starts with improvements in water use and reducing water related impacts of internal and value chain operations, and progresses to influencing governance of the resource.

## 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;
2. Communications and awareness raising; and
3. Philanthropic partnerships.

### **Driving sustainable business practices**

Our bilateral 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.

### **Communications and awareness raising**

The second way that WWF partners with business 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 places and species for which WWF stands. 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 orang-utan.

### **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.

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.

As this report shows, 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 business.

We want all our partnerships with business 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 business sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue or start 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-Hong Kong 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.

WWF-Hong Kong 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.

## INFORMATION ON WWF-HONG KONG CORPORATE PARTNERSHIPS

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The following list of companies is an overview of all the corporate partnerships that WWF-Hong Kong has with an annual budget of greater than EUR25,000. Details of each partnership can be found below:

AllRightsReserved

Everbright International Environmental Protection Charitable Foundation  
Company Limited

## AllRightsReserved

### Creative ideas, design, publishing and event management

AllRightsReserved is a Hong Kong-based creative studio established in November 2003, focusing on creative ideas, design, publishing and event management. To raise public awareness of sustainable designs and to support the conservation and education works of WWF-Hong Kong, AllRightsReserved organized an exhibition of 1,600 papier mâché pandas at a revitalized historical building -- PMQ where now is a creative industries landmark located at the city centre of Hong Kong.

Visitors of the exhibition were able to “adopt” papier mâché pandas with donation. Supporting with massive marketing effort, AllRightsReserved raised over EURO 60,000 for WWF-Hong Kong and helped disseminating our conservation message to the general public.

## Everbright International Environmental Protection Charitable Foundation Company Limited

### Environmental protection and alternative energy

This Foundation was set by the China Everbright International Limited in Hong Kong in August 2013 for managing and coordination all their charitable projects in environmental protection education, energy-saving, ecological conservation and community caring ...etc.

China Everbright International Limited is a fast growing business conglomerate which has integrated project investment, construction engineering, operation management, technology development and equipment manufacturing focusing on environmental protection and alternative energy businesses. The business of the Group is classified into environmental energy, environmental water and alternative energy. Its projects mainly include waste-to-energy, methane-to-energy, biomass power generation, solar photovoltaic energy, industrial solid waste and hazardous waste treatment, waste water treatment and reusable water etc. These businesses are spreading in Jiangsu, Shandong, Guangdong, Anhui, Zhejiang, Hainan, Hunan Provinces in the PRC and Germany.

The Foundation was the Lead Sponsor of Earth Hour 2014 providing a donation of EURO 120,000. Earth Hour is a worldwide grassroots movement uniting people to protect the planet, and is organised by WWF. Earth Hour was famously started as a lights-off event in Sydney, Australia in 2007. Across Hong Kong, over 3,900 companies and buildings, all universities and more than 320 primary and secondary schools gave their full support to Earth Hour 2014.

CORPORATE ID CARD

Industry

**Creative ideas, design, publishing and event management**

Type of partnership

**Philanthropic partnership (organizer)  
Communications and awareness raising**

Conservation focus of partnership

**Protection of endangered species**

FY2014 budget range (EUR)

**60,000 - 70,000**

CORPORATE ID CARD

Industry

**Environmental protection and alternative energy**

Type of partnership

**Philanthropic partnership (sponsor of Earth Hour)  
Communications and awareness raising**

Conservation focus of partnership

**Climate and Footprint**

FY2014 budget range (EUR)

**140,000 - 150,000**

The following list represents all corporate partnerships that WWF-Hong Kong has with an annual budget up to EUR25,000.

Accolade Wines Australia Limited	Ecolab Limited <sup>5, 6</sup>
Analogue Group of Companies <sup>6</sup>	FrieslandCampina (Hong Kong) Limited <sup>6</sup>
Autotoll Limited <sup>6</sup>	GEM Wuhan Urban Mine Recycling Industrial Park Co., Ltd. (Wood Plastic Composites Division) <sup>7</sup>
Baby Kingdom <sup>6</sup>	Gold Coast Cobras Football Club
Bestgoal Hardware Ltd. <sup>7</sup>	Guandong Atlan Electronic Appliance Manufacturre Co., Ltd. <sup>7</sup>
Canon Hongkong Company Limited <sup>5</sup>	Hebei Wuxin Garden Products Co., Ltd. <sup>7</sup>
Carthy Limited <sup>5, 6</sup>	Hip Shing Hong (Holdings) Company Limited <sup>6</sup>
Chervon (China) Trading Co., Ltd. <sup>7</sup>	Hong Kong Broadband Network Limited <sup>6</sup>
China Construction Bank (Asia) Corporation Limited	Hong Kong Jewelry Manufacturers' Association Limited
Chun Wo Development Holdings Limited <sup>5, 6</sup>	Hong Kong Sky Deck Limited
Circle K Convenience Stores (HK) Ltd	Hutchison DBS Card Limited
Cixi Hongyi Electronics Co., Ltd. <sup>7</sup>	Integrated Waste Solutions Group Holdings Limited <sup>6</sup>
Clotex-Labelon <sup>6</sup>	Intertek Testing Services Hong Kong Limited <sup>6</sup>
Dah Chong Hong Holdings Limited <sup>5, 6</sup>	Jiangmen New Star Hi-Tech Enterprise Ltd. <sup>7</sup>
Dayssan Lighting Industrial Ltd. <sup>7</sup>	Johnson Matthey Pacific Limited <sup>5, 6</sup>
DKSH Hong Kong Limited <sup>6</sup>	K11 Concepts Limited <sup>6</sup>
Dongguan Crystal Knitting and Garment Co., Ltd. <sup>7</sup>	Kai Shing Management Services Limited <sup>6</sup>
Dongguan Shatin Lake Side Textiles Printing & Dyeing Co., Ltd. <sup>7</sup>	Kier - Laing O'Rourke - Kaden Joint Venture <sup>6</sup>
Dongguan Yeji Industrial Company Limited <sup>7</sup>	King Tai Fashion Manufacturing Factory <sup>7</sup>

Kingfisher Asia Limited <sup>6</sup>	Positec Machinery (China) Co., Ltd. <sup>7</sup>
Knight Frank <sup>6</sup>	PPI Xiamen Industry Co. Ltd. <sup>7</sup>
Konica Minolta Business Solutions (HK) Limited <sup>6</sup>	Prudential Hong Kong Limited
KOSE (Hong Kong) Company Limited <sup>5</sup>	s.Oliver Asia Limited <sup>6</sup>
Leedarson Lighting Co., Ltd. <sup>7</sup>	Sa Sa International Holdings Limited <sup>5,6</sup>
Leo Paper Group (HK) Limited <sup>5,6</sup>	Sailing Boat Catering Management Limited <sup>6</sup>
Manulife Asset Management (Hong Kong) Limited	Shenzhen Hong Tao Non-Woven Fabric Co., Ltd. <sup>7</sup>
Markant Trading Organisation (Far East) Limited <sup>6</sup>	Shun Tak-China Travel Ship Management Limited <sup>6</sup>
Martin Emprex Textiles (Zhongshan-China) Limited <sup>7</sup>	Spintec Precision (Shenzhen) Ltd. <sup>7</sup>
Mast Industries (Far East) Limited <sup>6</sup>	Sunflower Travel Service Limited
Maxim's Caterers Limited	Super Performance Textile (Shenzhen) Co. Ltd. <sup>7</sup>
Megaman (HK) Electrical & Lighting Ltd <sup>5</sup>	TDK Hong Kong Company Limited <sup>6</sup>
Melco International Development Limited <sup>5,6</sup>	Wheelock Properties (Hong Kong) Limited <sup>6</sup>
MTR Corporation Limited <sup>5</sup>	Wild Grass
Nexus Electrical (Jiaxing) Limited <sup>7</sup>	Yotrip Group Co., Ltd. (Workshop 2) <sup>7</sup>
Ningbo Daye Garden Machinery Co., Ltd. <sup>7</sup>	Zhejiang Leo Co., Ltd. <sup>7</sup>
Ningbo Klite Electric Manufacture Co., Ltd. <sup>7</sup>	Zhejiang Pleast Sanitary Ware Co., Ltd. <sup>7</sup>
Otis Elevator Company (H.K.) Limited <sup>6</sup>	Zhejiang Shenghui Lighting Co., Ltd. <sup>7</sup>
Otto International (Hong Kong) Limited <sup>6</sup>	Zhong Shan Guang Ye Hardware and Electric Production Co., Ltd. <sup>7</sup>
Pacific Andes <sup>6</sup>	ZhongShan Yida Apparel Ltd. <sup>7</sup>
Pacific Basin Shipping (HK) Limited <sup>6</sup>	ZTAMPZ Limited

Some of the companies mentioned in the above list are part of a WWF Initiative. A short explanation of the initiative can be found below.

1. **The Climate Savers programme** is WWF's global platform to engage business and industry on climate and energy. Member companies take on two commitments: to become the best in class in reducing greenhouse gas emissions, and to influence market or policy developments by promoting their vision, solutions and achievements. The intention of the programme is to inspire a change in thinking about climate solutions in companies and encourage them to transform themselves in low-carbon leaders, acting as agents of change within their sphere of influence. This leaves member companies better placed to avoid carbon-related risks while realising opportunities within their long-term business strategies.
2. **The New Generation Plantations (NGP)** platform works toward a vision of forest plantations that contribute positively to the welfare of local communities and do not replace natural forests or other important ecosystems. WWF manages the NGP platform with participation from forest companies and governments around the world. The platform is a place to share ideas and learn about better plantation forestry practices through real-world examples. Participants commit to implementing good forest plantation methods on their own plantations. Through various events and study tours, NGP also seeks to influence other companies and governments to make environmentally and socially responsible decisions on plantation management.
3. **The Global Forest & Trade Network (GFTN)** is one of WWF's initiatives to eliminate illegal logging and transform the global marketplace into a force for saving the world's most valuable and threatened forests. GFTN aims to mainstream the principles of responsible forest management and trade as a standard practice throughout the global forest products industry by providing technical assistance, partnership and trade opportunities with committed companies. GFTN considers independent, multi-stakeholder-based forest certification as a vital tool in this process. Nearly 200 companies in 20 countries around the world participate in GFTN.
4. WWF's **Green Office** is an environmental management system for offices. The aim of the programme is to reduce carbon dioxide emissions and workplaces' ecological footprint. Green office is suited to offices in private companies, the public sector and other organisations.
5. WWF **Corporate or Business Clubs** are membership programmes that provide a platform for companies locally or regionally to support WWF's work. Membership in such clubs does not create a partnership between WWF and the company, and does not imply an endorsement of any nature by WWF of the company or its products and services. In Hong Kong, the programme is called Corporate Membership Programme (CMP). The complete member list of CMP can be found via the link below:  
[http://www.wwf.org.hk/en/supportwwf/corporate\\_support/cmp/members/](http://www.wwf.org.hk/en/supportwwf/corporate_support/cmp/members/)
6. **The Low-carbon Office Operation Programme (LOOP)** has been established to enable Hong Kong companies and organisations to become part of the solution to climate change. By participating in LOOP, companies or

organisations are engaged with a group of like-minded forward-looking leaders to reduce their greenhouse gas emissions generated from office operation via the adoption of managerial and technological best practices, staff behavioural adaptation, and a labelling scheme.

7. The **Low Carbon Manufacturing Programme (LCMP)** aims at reducing carbon emissions generated by manufacturing facilities and developing environmental social governance for those manufacturers. By providing manufacturers with a carbon accounting and labeling system, LCMP helps to measure their effectiveness in reducing carbon emissions and equip them with best practices in greenhouse gas management & energy efficiency.

# THE WWF NETWORK\*

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## WWF Offices

Armenia	Guyana	Senegal
Azerbaijan	Honduras	Singapore
Australia	Hong Kong	Solomon Islands
Austria	Hungary	South Africa
Belgium	India	Spain
Belize	Indonesia	Suriname
Bhutan	Italy	Sweden
Bolivia	Japan	Switzerland
Brazil	Kenya	Tanzania
Bulgaria	Laos	Thailand
Cambodia	Madagascar	Tunisia
Cameroon	Malaysia	Turkey
Canada	Mauritania	Uganda
Central African Republic	Mexico	United Arab Emirates
Chile	Mongolia	United Kingdom
China	Mozambique	United States of America
Colombia	Myanmar	Vietnam
Cuba	Namibia	Zambia
D.R. of Congo	Nepal	Zimbabwe
Denmark	Netherlands	
Ecuador	New Zealand	
Finland	Norway	<b>WWF Associates</b>
Fiji	Pakistan	Fundación Vida Silvestre (Argentina)
France	Panama	Pasaules Dabas Fonds (Latvia)
French Guyana	Papua New Guinea	Nigerian Conservation Foundation (Nigeria)
Gabon	Paraguay	
Gambia	Peru	
Georgia	Philippines	*As at June 2014
Germany	Poland	
Ghana	Republic of Korea	
Greece	Romania	
Guatemala	Russia	

# WWF in numbers

**+100**

WWF is in over 100 countries, on 6 continents

**1961**

WWF was founded in 1961



**+5M**

WWF has over 5 million supporters

**+5,000**

WWF has over 5,000 staff worldwide



**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.

[www.wwf.org](http://www.wwf.org)