



# CORPORATE PARTNERSHIPS REPORT

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OVERVIEW OF EMIRATES NATURE  
(FORMERLY EMIRATES WILDLIFE SOCIETY)  
IN ASSOCIATION WITH WWF  
AND ITS CORPORATE PARTNERS

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FISCAL YEAR 2018

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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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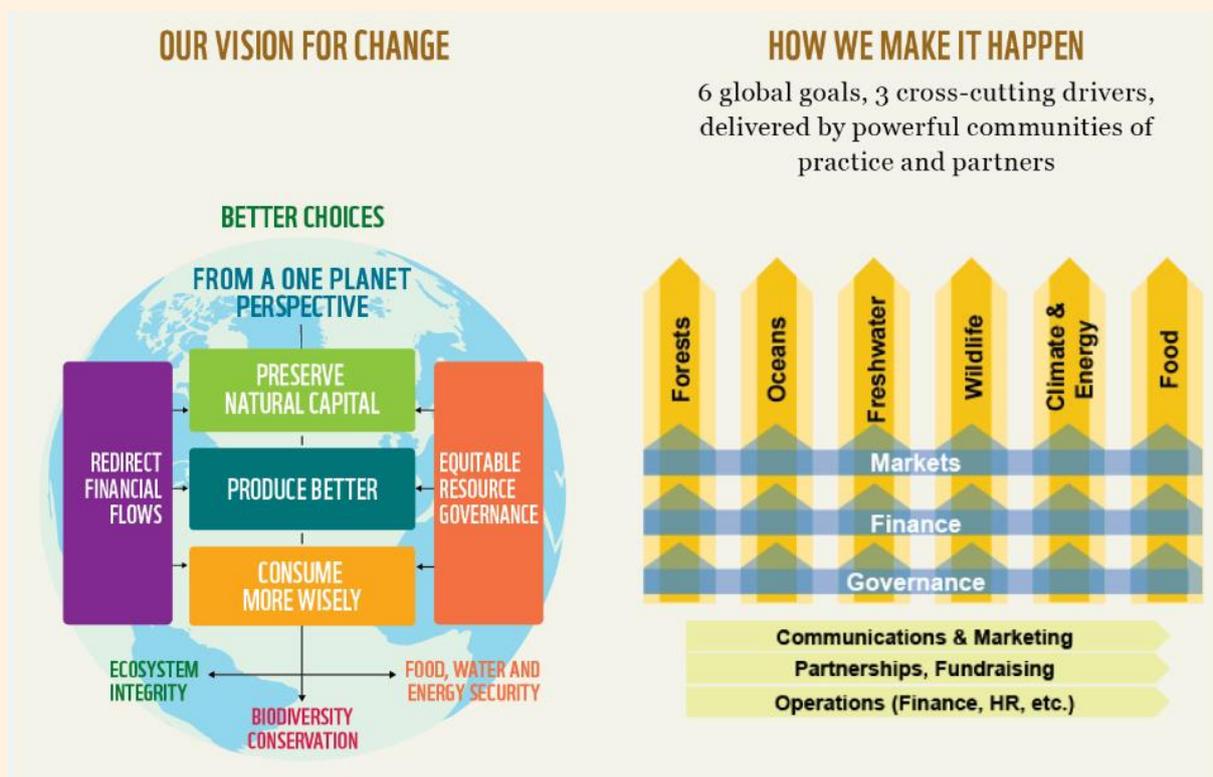
## TAKING BOLD COLLECTIVE ACTION

The time to act was now. We have put in place a global conservation strategy that reflects the way the world was 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 was 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. Together we 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 [2016 Living Planet Report](#) demonstrates, the challenges that the global environment was facing today are too big, too interconnected and too urgent for any one organization to solve alone.

Therefore, Emirates Nature-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 reliance on fossil fuels to 100 per cent renewable energy;
- 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;
- 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 Emirates Nature-WWF 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;
2. Communications and awareness raising; and
3. Philanthropic partnerships.

### **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.

### **Communications and awareness raising**

The second way that Emirates Nature-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 aim to highlight the beauty and uniqueness of WWF's priority places and species. This approach also includes driving consumer action to encourage the purchase of sustainable products such as MSC-certified fish, or results in companies supporting campaigns that inspire action to protect and preserve special places or endangered species.

### **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.

Emirates Nature-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.

We work with companies to achieve 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 Emirates Nature-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. 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.

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 was one part.

## 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:

- Directly support activities across Emirates Nature-WWF's programmes in the UAE and gulf region.
- Creating opportunities to enhance awareness on sustainability obstacles and solutions, and build the environmental capacity of companies
- Support critical operational costs across the organisation

Emirates Nature-WWF is responsible for the agreements with the companies concerned for their work in the UAE or region.

## INFORMATION ON 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 2018 with a contribution equal or greater than EUR 25,000 (approximately AED 100,000).

#### Abu Dhabi Commercial Bank

Abu Dhabi Commercial Bank (ADCB) continued its support in 2018 through the Sustainability Partnership Programme and ATM sustainable giving mechanics that offer bank customers the opportunity to make small contributions to Emirates Nature-WWF conservation work through its ATM network across the UAE. The unrestricted contributions were used where it was most needed across Emirates Nature-WWF activities. The initiative enables individuals to support sustainability in the UAE, while simultaneously raising awareness and increasing knowledge on environmental issues. ADCB first partnered with Emirates Nature-WWF in 2012 thru Corporate Membership Programme, became a project event sponsor of the ‘Heroes of the UAE Sector’, a campaign which encourage behavioural change of companies to improve water and energy emissions while delivering cost and environmental savings. In 2013, ADCB initiated the ATM sustainable giving initiative which continue to be a valuable and effective fundraising method to date.

Industry	<b>Financial Services</b>
Type of partnership	<b>Communication and Awareness raising Philanthropic</b>
Conservation focus	<b>General Support</b>
FY2018 budget range (EUR)	<b>25 – 100,000</b>

#### Al Dahra Holding

Al Dahra Holding signed a 3-year partnership with Emirates Nature-WWF through its Sustainability Partnership Programme as Innovation partner with annual contribution of approx. 122,916 EUR (AED 500,000). Al Dahra is committed to support Emirates Nature-WWF’s diverse environmental programmes and initiatives that protect habitats and wildlife throughout the UAE.

Industry	<b>Agriculture (farming, crop &amp; livestock, wool, seeds, etc)</b>
Type of partnership	<b>Philanthropic</b>
Conservation focus	<b>Climate &amp; Energy, Oceans, Wildlife</b>
FY2018 budget range (EUR)	<b>100 – 250,000</b>

## Al Khaja Real Estate

Al Khaja Real Estate is part of the Al Khaja Group, which is one of the leading business group in United Arab Emirates (UAE). Al Khaja Real Estate made a contribution of approximately 83,000 EUR (AED 350,000) in support of the Turtle conservation project in the UAE. The relationship started in 2017 and ended in 2018.

Industry  
**Construction (excl materials) & Property Development**

Type of partnership  
**Philanthropic**

Conservation focus  
**Oceans, Wildlife**

FY2018 budget range (EUR)  
**25 – 100,000**

## Emirates NBD

Emirates NBD continued its support to Emirates Nature-WWF thru Sustainability Partnership Programme committing a 3-year partnership with an annual contribution of approx. 17,873 EUR (AED 75,000). In addition, in December 2018, Emirates NBD hosted a Desert Walk experience where 800 of their employees, families and guests trekked through Dubai’s desert, successfully completed 10km distance. The initiative raised a further approx. 19,650 EUR (AED 80,000) in which Emirates Nature-WWF was the event’s beneficiary.

Industry  
**Financial Services**

Type of partnership  
**Communication and Awareness Raising Philanthropic**

Conservation focus  
**Biodiversity, General Support**

FY2018 budget range (EUR)  
**25 – 100,000**

## Linklaters

In 2018, Linklaters continued its support through Sustainability Partnership Programme as Empowerment partner and providing legal probono services to Emirates Nature-WWF. Linklaters started its relationship with Emirates Nature-WWF back in 2011 by sponsoring specialized camera traps to monitor wildlife in Wadi Wurayah National Park, the UAE’s first designated Mountain Protected Area and helped set up the camera traps in its strategic locations within the vicinity. Since then the relationship continues with part cash probono services of approx. 14,299 EUR (AED 60,000) and approx. 11,916 EUR (AED 50,000) in-kind.

Industry  
**Business services, Consulting, Legal & Outsourcing**

Type of partnership  
**Communications and Awareness raising**

Conservation focus  
**General Support**

FY2018 budget range (EUR)  
**25 – 100,000**

## Pico International LLC

Pico International was one of the strategic partners for Oceans 24-Hour football challenge held in 2017, this relationship is for 1 year from 2017 to 2018. The event convened to raise support for our Marine Conservation Programme, the Oceans 24-Hour Football Challenge saw an extraordinary team – dubbed ‘the heroes’ – take on 17 different sides, including those entered by our partners and sponsors, in 60-minute matches that ran throughout the night and the entire next day. Pico had provided in-kind support through event day production and services worth approx. 23,831 EUR (AED 100,000).

Industry <b>Media (including entertainment), Comms &amp; Publishing</b>
Type of partnership <b>Communications and Awareness raising</b>
Conservation focus <b>Wildlife, Biodiversity, General Support</b>
FY2018 budget range (EUR) <b>25 – 100,000</b>

## The Sustainable City by Diamond Developers

Diamond Developers, the company behind the Sustainable City in Dubai, partnered with Emirates Nature-WWF to tackle the pressing issues on climate change and promote energy conservation as a key component of the Emirates Nature-WWF Climate and Energy Programme. The 3-year agreement which started in 2016 included the relocation of Emirates Nature-WWF Dubai offices to new space inside the Sustainable City. The initiative is to support sustainability performance monitoring and reduction of greenhouse gas emissions. The partnership seeks to demonstrate how a low-carbon business model can be transformational for the future development of the UAE and contribute to economic growth. It also reflects Emirates Nature-WWF’s vision to work with partners to address climate change and energy issues in the UAE.

Industry <b>Construction &amp; Property Development</b>
Type of partnership <b>Driving Sustainable Business Practices</b>
Conservation focus <b>Climate &amp; Energy, General Support</b>
FY2018 budget range (EUR) <b>100 – 250,000</b>

## Yas Mall

Yas Mall continued its 3-year partnership with Emirates Nature - WWF to reinforce the message about the importance of conserving marine life in UAE. Through participation in the 'Re-think Plastic' campaign, Yas Mall incentivised its retailers to implement a plastic bag fee to support the reduction of plastic pollution and fund environmental protection. Yas Mall was the first mall in the UAE to launch a gift card made from recycled materials that supports environmental conservation. Each time shoppers purchase a card voucher a contribution of approx. 0.238 UER (AED 1) is given to Emirates Nature -WWF. They even held an event activation, whereby 20,000 plastic bags were collected and exchanged for eco-friendly jute shopping bags. They further sponsored 2 turtles and gave approx. 23,831 EUR (AED 100,000)

Industry

**Retail**

Type of partnership

**Communication and Awareness raising**

Conservation focus

**General Support, Oceans, Wildlife**

FY2018 budget range (EUR)

**25 – 100,000**

## OTHER EMIRATES NATURE-WWF CORPORATE RELATIONSHIP

The following list represents all corporate engagements that Emirates Nature-WWF had in FY2018, with a contribution less than EUR 25,000 (approximately AED 100,000), a pro bono basis, or engaged in a private sector climate change and energy initiative.

Al Ain Zoo <sup>1</sup>
Al Naboodah Group <sup>1</sup>
Amlak Finance <sup>1</sup>
Big Fish Consult DMCC <sup>1</sup>
Canadian Business Council - Dubai and Northern Emirates <sup>1,2</sup>
Coca-Cola Foundation <sup>6</sup>
Cloud Concept <sup>1,2</sup>
Crescent Enterprises Limited <sup>1</sup>
Deliveroo <sup>1,7</sup>
Dentons & Co. <sup>1,2</sup>
Emaar Hospitality Group <sup>1,2</sup>
Emirates Green Building Council <sup>1,2</sup>
Farnek <sup>1,2</sup>
Fine Fare Food Market <sup>1</sup>
GCC Business Council <sup>1,2</sup>
GCC Services <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 (RM Retail) <sup>1</sup>

Gulftainer Company Limited <sup>1</sup>
Hadef & Partners <sup>1,2</sup>
Khidmah <sup>1,2</sup>
Lloyd's Limited <sup>5</sup>
L'Occitane <sup>7</sup>
Lush Fresh Handmade Cosmetics <sup>1</sup>
Majid Al Futtaim <sup>1</sup>
Media One Hotel <sup>1,4</sup>
Mirzam Chocolates <sup>1</sup>
Momentum Logistics <sup>1</sup>
National Bank of Fujairah <sup>1</sup>
Noukhada Adventure Company <sup>1,2</sup>
Paws Trails Explorers <sup>1,2</sup>
Pico International <sup>1,3</sup>
SAPIN <sup>1</sup>
Sea Hawk Water Sports <sup>1,2</sup>
Six Construct <sup>1</sup>
The Body Shop <sup>1,7</sup>
Time Hotels Management <sup>4</sup>
WWF International <sup>6</sup>
WWF Pakistan <sup>6</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).

# 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  
Georgia  
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)