



© WWF-SOUTH KOREA

CORPORATE PARTNERSHIPS REPORT

WWF-KOREA CORPORATE PARTNERSHIPS REPORT

FISCAL YEAR 2020 (JULY 2019-JUNE 2020)



WWF (World Wide Fund for Nature)

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.

For more detailed information about the partnerships

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FOREWORD BY THE EXECUTIVE DIRECTOR

Since its inception in 1961, WWF has grown to become the most trusted global nature conservation organization that is active in over 100 countries around the world. In the early days of its establishment, it mainly carried out conservation activities in certain fields, such as the protection of endangered animals and plants. Now, WWF is heading towards the significant goal of conserving biodiversity and reducing the ecological footprint by inducing the sustainable use of natural resources and minimizing environmental damage.

Based on the power of the global network and professional capability built over the years, we are engaged in a number of activities for global agreements centered on climate change and biodiversity conservation, government policy and execution, corporate strategies and business methods, and raising consumer awareness along with environment conservation activities in the field.

This year marks the 6th anniversary of WWF-Korea. In the partnership field, we aim to continue working with corporates to minimize the environmental impact on not only conservation activities but also business, and to strive for conversion into sustainable business models for corporates. Of course, it will take considerable time and effort to make a difference. These small steps are only the beginning of reaching our goal. We would like to extend our deepest gratitude to our corporate partners for their participation and assistance in the publication of WWF-Korea's third corporate partnership report.



YoonHee Hong
Executive Director,
WWF-Korea

So far, human society has been run without any consideration of nature, thereby worsening the ecosystem. According to the Living Planet Index released by the WWF in 2020, the world's wildlife population has declined by an average of two-thirds in the last half century. Forest destruction, and land use change for agriculture, along with climate change, overfishing, and over-development, are recognized as the main reasons behind the substantial biodiversity reduction. The decrease in wildlife habitats due to human activities and an increase in the frequency of human contact with wildlife due to illegal wildlife trade have increased the risk of waterborne infections such as COVID-19. We are experiencing tremendous economic losses with considerable danger to human health and safety. If sufficient efforts on climate change and biodiversity conservation efforts are not made, then the crisis that humankind will face will be far greater than what we are experiencing now through COVID-19.

Companies have the influence and capacity to play a critical role in reversing economic and social losses caused by the damage to nature and the ecosystem. Through the shift in thoughts on greenhouse gas emissions and the use of natural resources, we must now make fundamental changes throughout the social and economic system in order to conserve diverse lifeforms on the earth and reflect the value of nature. Leading global companies accept climate change as a clear crisis as well as an opportunity, thereby actively and clearly setting their goals. We establish scientific-based goals, develop measurable indicators under specific detailed plans to achieve the goals, measure specific implementations and disclose them in a transparent manner. Not only do we announce and practice our commitment towards action, but we have begun to influence all stakeholders across the value chain. We continue with our efforts to change the contents and methods of the corporate business, from procuring the resources to changing the design of products on account of the sustainable production, consumption, reuse, and recycling. Now, the companies also need to systematically identify and respond to the environmental impacts and risks in relation to the business activities.

WWF will also make every effort to create a huge flow of economic and social transformation.

COOPERATION WITH CORPORATE PARTNERS

WWF is working with influential companies to reduce the factors directly threatening the resources and nature of the earth. Companies should use resources and ecosystems in a sustainable manner with a sense of responsibility as economic players driving the global economy. Amid drastic changes in the environment, including the climate, the companies that take the initiative will lead industries in the future. Therefore, WWF seeks to set the world towards a better direction by seeking the necessary solutions that address forest destruction, overfishing, water shortages, climate change and more.

6 conservation practices and 3 drivers



WWF aims to work with companies to transform their businesses to remain sustainable, and to engage in nature conservation activities, which had posed difficulties in carrying out on their own. Our cooperation with companies is tailored to the specific interests of the company or areas where they can have an impact, and as a result, activities such as training employees or raising public awareness are carried out.

WWF is working with various partners through the market, finance, and governance, the three key drivers of environmental change, so as to achieve six global goals: forest, ocean, freshwater, wildlife, food, climate, and energy in key regions around the world.

WWF'S CORPORATE PARTNERSHIPS

WWF seeks partnership opportunities with corporate sector through evaluating the common understanding of issues, shared ambitions or activities, and a willingness to create voices in public, etc. The partnership between WWF and a company can be summarized as follows:

WWF has signed donation and awareness-raising partnerships with companies that are pursuing a transition to sustainable businesses, or those in industries with a low environmental impact.

WWF and corporate partnerships are carried out in various forms as follows:

1 DRIVING SUSTAINABLE BUSINESS PRACTICE

WWF is sharing its expertise to mitigate the environmental impacts made by influential global companies in the market and encourages the transition of corporate values and operation methods.

2 RAISING AWARENESS THROUGH COMMUNICATION

WWF aims to spread the citizens' awareness for environment issues as a cooperation with corporates directly related to customers as it can result in instilling immediate changes in the behaviors of the customers

3 CONTRIBUTING TO NATURE CONSERVATION THROUGH PHILANTHROPIC PARTNERSHIPS

WWF is promoting the business of nature conservation related to biodiversity, the behaviors of climate change, etc. through philanthropic partnerships.

THIS REPORT

WWF seeks to achieve the maximum levels of natural conservation and performance through forming partnerships. To this end, we believe that transparent partnerships between WWF and the stakeholders are key factors. Thus, WWF strives to maintain constructive and collaborative relationships with all of its partners based on accountability and transparency. All of WWF's global networks continue to report on the motivation, goals, activities, and outcomes of each partnership.

The aim of this report is to provide an overview of the partnerships that WWF- Korea has promoted with individual companies, institutes, and groups.

WWF-Korea is responsible for the (contractual) agreement(s) with the companies. The activities of the engagements in many cases take place in other countries or regions. Funds raised through corporate partnerships are typically used to:

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

In the fiscal year of 2020 (July 2019 - June 2020) the total income from business represented 19% of the total WWF-Korea income.

Coca-Cola

Coca-Cola is a global comprehensive beverage company that operates its businesses in over 200 nations around the world, and it has more than 500 brands solely for drinks including soda, sports drinks, drinking spring water, juice, tea, coffee, and many others, while possessing approximately 4,100 different kinds of products.

Since Coca-Cola first formed a partnership with WWF in 2007, it has returned the amount of water equivalent to the water used in the finished beverages to nature and the local communities through the Water Replenishment Project. Coca-Cola is currently carrying out over 300 water restoration projects in 79 countries in cooperation with more than 500 different partners, including governments, civil society groups and individual organizations.

In Korea, Coca-Cola signed a partnership with WWF-Korea in 2017 for a Water Replenishment Project. Coca-Cola replenished water for agricultural use that was inadequate in the Nakdonggang basin in Gimhae-si by securing an adequate number of reservoirs and contributed to improving the quality of water flowing to Hwapocheon Stream and Nakdonggang River through water purification that was performed by planting aquatic plants. In 2019, the third year of the project in Gimhae-si, Coca-Cola secured approximately 200,000 tons for one year and are monitoring the progress after dredging the reservoirs and refurbishing waterways in the two regions of Gimhae and Changwon in 2020.

Coca-Cola also announced a global project "World Without Waste", which aims to collect and recycle all of the bottles and cans that the company sells by 2030. Coca-Cola is cooperating with governments, civil society groups, and corporates in the same business to realize innovation in collecting, separating, and recycling plastic and can packages by using methods that are appropriate in each country.

In Korea, Coca-Cola is making every effort to collect plastic bottles and to raise public awareness on recycling. Coca-Cola, with WWF-Korea, participated from the end of June until September 2019 in 'The Waste Market' which was designed by Superbin. 'The Waste Market' is a store with vending machines where people can bring PET bottles and cans to insert them in the machine called Nephron and collect points which are equivalent to cash. The customers can purchase products in the store by using the collected points. The store informed consumers about the resource value of the recycled plastic bottles and aluminum cans, with around 16,000 people visiting the site over the course of 10 weeks. This year, it is preparing a project to collect plastic bottles and produce the upcycling goods.



INDUSTRY

Beverage Manufacturing

TYPE OF PARTNERSHIP

Sustainable Business Practices/
Communication & Awareness Raising

CONSERVATION FOCUS

Freshwater / Plastic

RANGE OF CONTRIBUTIONS

KRW 100,000,000 - KRW 500,000,000



Citibank

Citi is a financial institution that has over 200 years of history and, in Korea, it opened its first branch in 1967. Citibank focuses on providing convenient and safe financial services to be the best bank for our clients with the aim of being the best bank for customers based on providing convenient and safe financial services.

Since 2018, WWF-Korea and Citibank have been in partnership and are striving to respond to climate change through the 'Change Now for Tomorrow,' which is the climate action partnership program.

The program aims to promote corporate and public awareness for climate change, to publicize the impact of climate action for the economic players, and to facilitate the behavioral changes of businesses

In June, Citibank Korea and WWF held the 'Climate Action Conference 2020' with central governments, local governments, corporations, and financial institutions around the world under the theme of 'Ways to enhance Climate Actions with Net-Zero Targets for Achieving the Goal of The Paris Agreement towards a 1.5°C World' and also held the fifth Climate Action Round Table (CART). Climate change and conservation education for university students were provided through the Citi Climate Action Supporters program. From this program, the students were able to discuss climate and conservation issues.

Citibank Korea is promoting the importance of taking action on environmental issues caused by climate change and practicing continuous behavioral changes in daily life through its corporate-wide "ECO Citi" environmental campaign.



INDUSTRY

Finance

TYPE OF PARTNERSHIP

Sustainable Business Practices/
Communication & Awareness Raising

CONSERVATION FOCUS

Climate & Energy

RANGE OF CONTRIBUTIONS

KRW 100,000,000 - KRW 500,000,000



Amore Pacific Corporation

Amore Pacific is striving to seek changes in the entire process from production to distribution and contribute towards the circular economy so as to promote a sustainable lifestyle that co-exists with the natural environment.

Amore Pacific has been working with WWF-Korea since 2019 to reduce plastic usage as part of the 'Green Cycle Campaign'. Amore Pacific currently collects and manages the empty cosmetic bottles of its brand for recycling. Various recycled and upcycled goods were produced by using recycled plastics and flakes.

The company plans to conduct a consumer campaign using recycled and upcycled goods to raise public awareness on the issues on plastic use.

In June 2019, to mark the World Environment Day, Amore Pacific held the 'Garbage Olympics' with WWF and the business association in the Yongsan community to raise awareness and encourage the participation of employees and local communities on plastic issues.

AMORE PACIFIC
CORPORATION

INDUSTRY

Cosmetics

TYPE OF PARTNERSHIP

Sustainable Business Practices

CONSERVATION FOCUS

Plastic

RANGE OF CONTRIBUTIONS

KRW 100,000,000 - KRW 500,000,000



One of the biggest financial institutions in the world, HSBC has been providing various kinds of banking services to satisfy the global demand of more than 40 million customers in 64 countries of the world.

In 2012, HSBC concluded a global partnership with the WWF and has supported the HSBC Water Programme which is WWF's freshwater conservation project. Also, to conserve the world's five major rivers, water resource protection activities and campaigns were conducted with 1,500 companies along with freshwater conservation projects including the programs for providing sustainable fishing education to the local residents.

The partnership between HSBC and WWF-Korea launched in 2018. The wetland restoration volunteer program is a long-term project conducted by WWF-Korea and HSBC Korea over the course of two years. The program includes activities such as clean up and removing weeds that disturb the local ecosystems along the Han River and in the Janghang wetland.

In addition, the employees also visited the Sangam Energy Center to learn about climate change and the freshwater crisis, and the company operated a campaign, Green Week, to encourage its employees to use public transportation and walk. The campaign delivered messages about an eco-friendly life through various types of education and activities. WWF-Korea also participated in the campaign and screened "Our Planet: Our Business" and gave employees a commentary on sustainable business.

After completing the two-year project, five employees who excelled in volunteer work and other programs were selected for an eco-trip to Vietnam's Tram Chim National Park as a reward. The purpose of the trip was to recognize the importance of freshwater resources. Tram Chim National Park is one of the project sites of the HSBC Water Project and was designated as the 2,000th Ramsar Wetland in February 2012, thereby contributing towards water conservation and community development as the first Ramsar Wetland in the Mekong Delta region.



INDUSTRY

Finance

TYPE OF PARTNERSHIP

Sustainable Business Practices/
Communication & Awareness Raising

CONSERVATION FOCUS

Freshwater

RANGE OF CONTRIBUTIONS

KRW 100,000,000 - KRW 500,000,000



K2 Korea

With the brand slogan 'technical outdoor,' K2 is a professional outdoor brand that manufactures products for rough and extreme outdoor environments and also aims for nature conservation for outdoor activities.

WWF-Korea and K2 are making every effort to raise awareness on the conservation importance for a future in which people live in harmony with nature.

K2 has contributed to nature conservation through Clean Back, Earth Keeper, and Urban Forest projects, and concentrated on the Urban Forest Construction Project for fine dust reduction in 2019.

In April, a tree planting event was held at Noeul Park in Mapo-gu, Seoul, located near the living radius of the citizens, and from October to December, the company collaborated with the Ulsan Metropolitan City to create an urban forest throughout the Ulsan Mipo Industrial Complex. In particular, the urban forest project aimed at reducing fine particle pollution in Ulsan was one of the first cases of a participatory greening project led by the citizens and company as part of the "plant 10 million trees together with citizens" project to reduce fine particle pollution. 11 different kinds of trees, including the evergreen pine trees, sweet viburnum, camellia, thorns, red robin trees, Formosa rice trees, and linnaea × grandiflora as well as the deciduous ginkgo trees, Chinese fringetrees, Korean whitebeam, and Ohmomiji trees were planted, contributing to reducing fine particulates and mitigating the urban heat island effect in the area.



INDUSTRY

Clothing manufacturing / Clothing Wholesale and Retail

TYPE OF PARTNERSHIP

Sustainable Business Practices/
Communication & Awareness Raisingg

CONSERVATION FOCUS

Forests / Endangered Species

RANGE OF CONTRIBUTIONS

KRW 50,000,000 - KRW 100,000,000



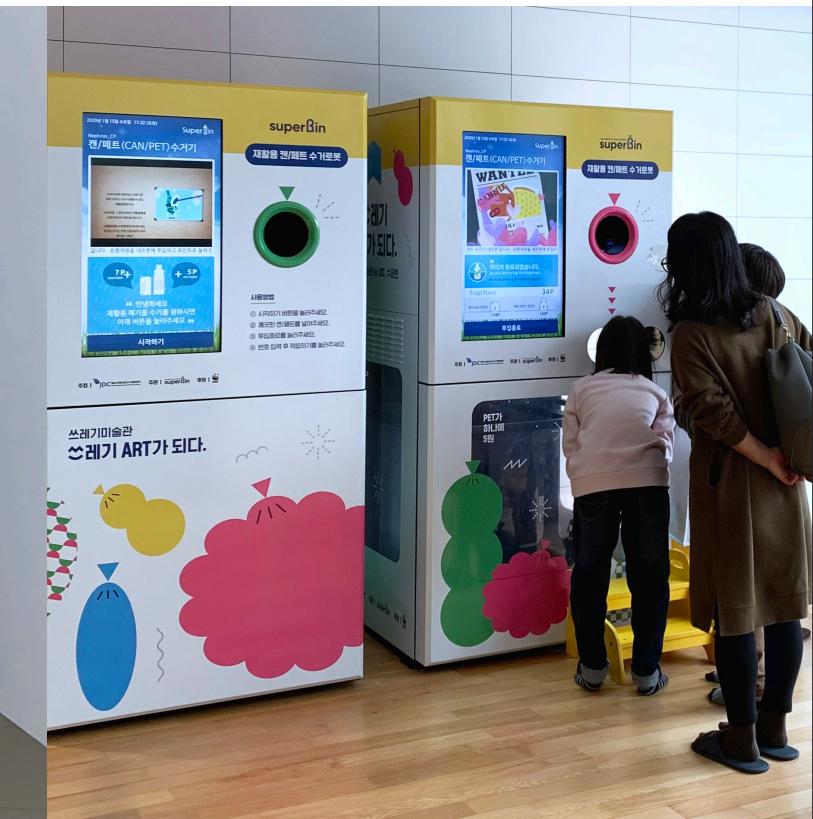
JDC (Jeju Free International City Development Center) was established to create Jeju Free International City along with the beautiful natural environment.

As a national public corporation under the Ministry of Land, Infrastructure and Transport, the central government acts as a channel to support Jeju Island and closely cooperates with Jeju Island. JDC is carrying out projects in various fields such as tourism, education, medical science, and advanced science.

In September 2019, JDC partnered with WWF-Korea to provide environmental education on plastic recycling and a circular economy. JDC opened a Waste Museum with Superbin in the cultural space "Nang" of Jeju Science Park on Jeju Island to run the "Waste Museum where waste becomes art" by introducing a new perspective towards the circular economy and create a cultural space.

The Waste Museum provided novel experiences together with various works of art made of waste. On one side of the Waste Museum, there were reverse vending machines which provided points in return for plastic bottles and cans waste and with those points, eco-friendly products could be purchased.

WWF-Korea provided environmental education on plastic for children aged 5 to 7 years old in association with the Waste Museum, introducing the various types of plastic and the illustrating environmental issues and how to dispose of plastic waste properly. With a variety of audio-visual materials, along with easy-to-understand explanations, the young students pledged six commitments that children could make in their daily lives.



INDUSTRY

Land-Related Public Enterprise

TYPE OF PARTNERSHIP

Communication & Awareness Raising

CONSERVATION FOCUS

Plastic

RANGE OF CONTRIBUTIONS

KRW 50,000,000 - KRW 100,000,000

KB Kookmin Bank

KB Kookmin Bank is making every effort to create the corporate social value called "Financial service delivering changes", and is mounting a challenge to rise as a "Client-centered KB" that provides the best value to customers and leads the way in digital innovation.

KB Kookmin Bank, along with WWF-Korea, used Superbin's AI reverse vending machine 'Nephron' to raise public awareness in the circular economy as part of its eco-friendly campaign.

In particular, seven schools in Seoul directly participated in plastic reduction activities that provided the opportunities of eco-friendly activities for students.

In addition, it plans to accumulate donations from KB Kookmin Bank as a matching grant for the amount returned to the account of KB Kookmin Bank with the points rewarded by inserting waste resources in the Nephrons installed nationwide and implement additional eco-friendly projects.

KB 국민은행

INDUSTRY

Finance

TYPE OF PARTNERSHIP

Communication & Awareness Raising

CONSERVATION FOCUS

Plastic

RANGE OF CONTRIBUTIONS

KRW 50,000,000 - KRW 100,000,000



As a comprehensive ICT company that places the utmost value on happiness, SKT is leading the era of the fourth industrial revolution based on AI and digital transformation, thereby presenting the solutions to social challenges through such innovations.

WWF-Korea and SKT held a month-long 'Zoo without Animals' campaign in late August 2019.

Based on WWF's mission to create a future where people and animals live in harmony, the campaign has increased public awareness in wildlife with ICT technologies such as AR (augmented reality) owned by SKT.

Animal lovers participated in the campaign and became interested in conserving wildlife and their habitats, and the campaign is expected to lead to nature conservation activities for wildlife.



INDUSTRY

Wired and Wireless Communications

TYPE OF PARTNERSHIP

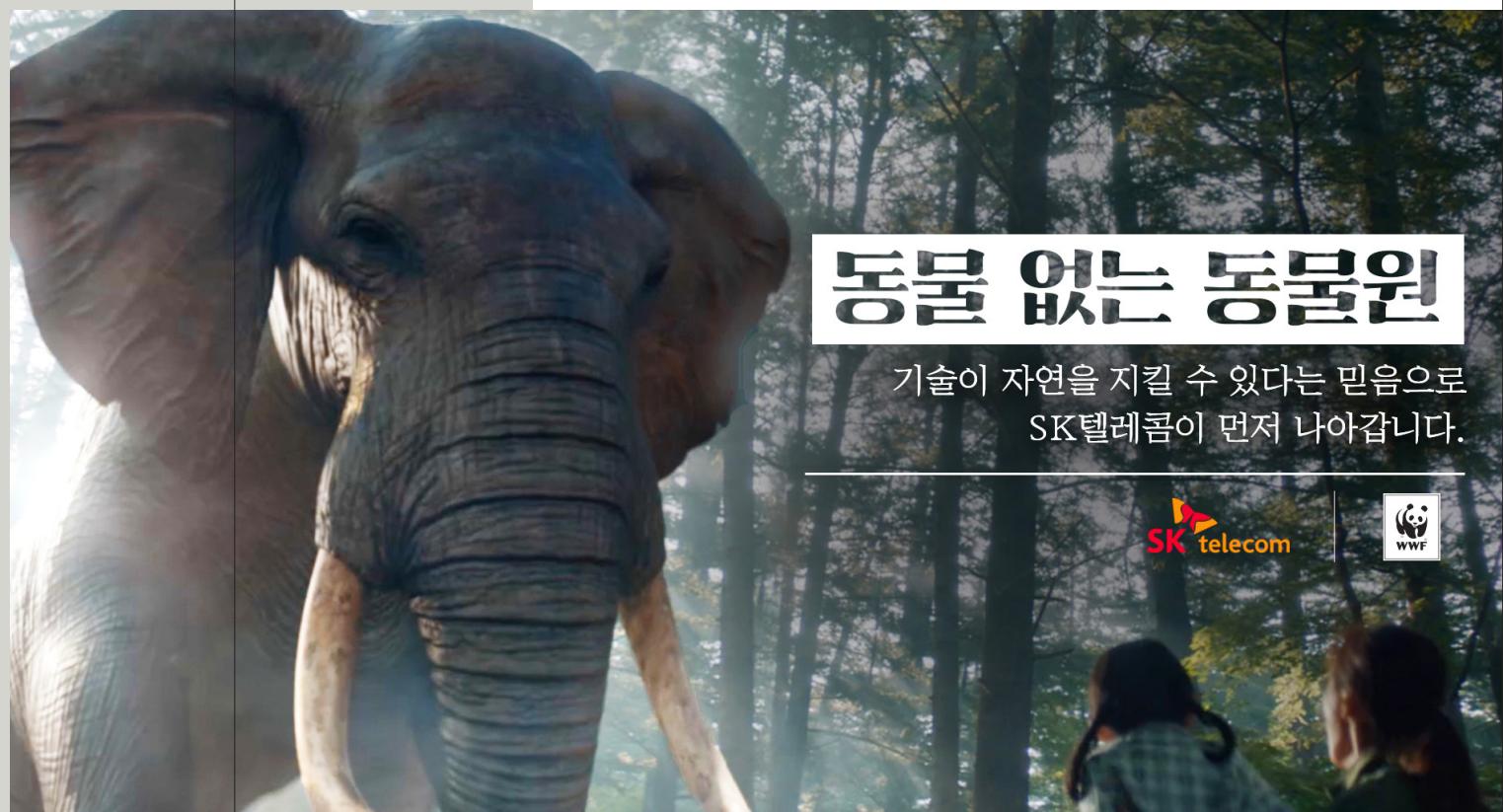
Communication & Awareness Raising

CONSERVATION FOCUS

Wildlife

RANGE OF CONTRIBUTIONS

KRW 10,000,000 - KRW 50,000,000



LGU+ is a telecommunications service provider that strives to make a meaningful transformation in the customers' lives. It is creating new life values that will bring relaxation, happiness, and convenience through high-speed and high-quality services.

WWF-Korea and LGU+ teamed up to launch a campaign to protect the endangered species.

LGU+ created the content 'Lost Animal Park' on its VR (virtual reality) app, U+VR, featuring five endangered species: American Pika, brown-throated sloth, golden snub-nosed monkey, arctic fox, and the spix's macaw parrot. Customers were able to learn about the environmental issues, climate change, and habitat destruction through virtual animals appearing in VR.

In addition, LGU+ collaborated with an eco-friendly publishing company 'Sorry Tree' to publish a pop-up book that recreated the VR contents in three-dimensional pictures and donated the profits. In addition, it also operated the U+VR and U+AR app demonstration zone and WWF endangered species photo exhibition to raise the visitors' awareness about biodiversity loss on the planet and the urgency of everyone's effort for conservation.

INDUSTRY

Wired and Wireless Communications

TYPE OF PARTNERSHIP

Communication & Awareness Raising

CONSERVATION FOCUS

Plastic

RANGE OF CONTRIBUTIONS

KRW 10,000,000 - KRW 50,000,000



DESCENTE KOREA

With the motto of 'A company giving everyone the pleasure of sports,' DESCENTE KOREA has been creating a new sports lifestyle. Through changes and innovations within its golf and sports brands, DESCENTE hopes to become an enterprise that breathes together with the world.

Descente Korea and WWF are working together to conserve nature and drive sustainable business practices. Through the 2019 'Save the Penguin' campaign, various activities were carried out to reduce plastic in our lives. From the end of June to September 2019, the company provided "Save the Penguin" eco-bags to the Waste Mart in Yeonnam-dong, Seoul, for about three months. Also in July 2019, Descente Korea held Panda Talks with WWF under the theme of plastic waste. The event was led by three speakers with three different topics: 'Plastic Waste and Marine Life', 'Circular Economy for Plastics' and 'Solutions to Reduce Plastic Waste' and employees of Descente Korea, and the employees of Descente Korea and WWF partner organizations attended.

Descente Korea plans to continue with various activities for nature conservation through the Save the Penguin campaign and its sustainable business strategy every year.



INDUSTRY

Textile and Apparel

TYPE OF PARTNERSHIP

Communication & Awareness Raising

CONSERVATION FOCUS

Plastic

RANGE OF CONTRIBUTIONS

KRW 10,000,000 - KRW 50,000,000



Galleria

As a company that specializes in retail and distribution services, Hanwha Galleria is a leader in spreading premium trends such as the direct sourcing of overseas brands on online stores and introducing brands exclusively, thereby providing a unique customer experience.

WWF participated as a partner in Galleria's Right! OCEAN campaign. The Right! OCEAN campaign was carried out to raise public awareness about the pollution caused by plastic. Starting with the partnership MOU signed in March 2020, Galleria's employees and campaign officials conducted volunteer activities to collect garbage in Hakampo coast, Taean-gun, Chungcheongnam-do in June 2020. The upcycle artworks to be produced as part of the campaign will be displayed at Galleria Department Store's Gwanggyo branch and the company will continue with its efforts to raise awareness during the campaign.



INDUSTRY

Retail

TYPE OF PARTNERSHIP

Communication & Awareness Raising

CONSERVATION FOCUS

Plastic

RANGE OF CONTRIBUTIONS

KRW 10,000,000 - KRW 50,000,000



P&G Korea

P&G is a consumer goods corporation that manufactures and sells various personal care and health products such as soap, shampoo, toothbrush, and diapers. It believes in the value of small but meaningful work for the better life of the current and next generations and seeks to provide a new and more valuable living environment.

As a long-time global partner of WWF, P&G worked with WWF in 2015 to establish and announce a science based target of reducing greenhouse gas emissions by 30% until 2020. This year, the company announced its plan to reduce greenhouse gas emissions by 50% by 2030 and achieve carbon neutrality through forest restoration, conservation, and ecosystem-based approaches. To this end, it plans to cooperate with WWF to preserve the Brazilian forests, and in addition, P&G continues with its conservation activities in close cooperation with WWF by means such as joining WWF's Climate Savers program.

The company also disclosed information on its plastic products, joined the ReSource platform of WWF, which seeks plastic reduction solutions for each stage, and launched a bio-plastic alliance.

P&G Korea signed a partnership MOU with WWF-Korea in April for various conservation activities, including promoting plastic recycling. To raise consumer awareness, the company plans to set a target amount for plastic collection and carry out the relevant campaigns. In addition, various consumer education campaigns are under consideration, along with the publication of children's book to inform children about the importance of nature and conservation.



INDUSTRY

Retail, Manufacturing

TYPE OF PARTNERSHIP

Communication & Awareness Raising

CONSERVATION FOCUS

Plastic

RANGE OF CONTRIBUTIONS

KRW 10,000,000 - KRW 50,000,000



Bel Cheese Korea

Bel Group continues to work with WWF to provide healthier and more responsible food for all.

Bel Group and WWF have been working together since 2012 to reduce the environmental impact of dairy farming at a global level. WWF-Korea and Bel Group's Bel Cheese Korea entered into a partnership agreement in January 2020.

WWF-Korea supported the sustainable business mission and CI declaration event of Bel Group, "For All, For Good" in 2020. The declaration ceremony featured artworks created under the theme of sustainability, with an event of signing a partnership agreement with WWF-Korea. In June 2020, WWF conducted a promotional event with Bel Cheese Korea's Kiri brand to protect endangered elephants on World Environment Day, and WWF-Korea and Bel Cheese Korea will continue to work to achieve the new Bel Group's sustainability goals.



INDUSTRY

Food manufacturing & retail

TYPE OF PARTNERSHIP

Communication & Awareness Raising

CONSERVATION FOCUS

Climate & Energy

RANGE OF CONTRIBUTIONS

KRW 10,000,000 - KRW 50,000,000



CONTRIBUTING TO NATURE CONSERVATION THROUGH PHILANTHROPY

Companies are contributing to nature conservation by sponsoring WWF-Korea's overall conservation projects. It is possible to donate to projects that are directly associated with the business strategy of each company or the projects regarding issues that the employees consider to be meaningful. WWF-Korea continues to use donations for certain projects while also helping to create sustainable businesses. In the 2020 fiscal year, DAIZ, KORAIL Networks, Com2uS, Oriental Brewery, Heal Your Body & Heal the Earth - Eat4Earth, WITHTECH, Gonggam Networks, SALT Entertainment, Wing Bling, and PWC provided charitable donations to help with WWF-Korea's nature conservation practices.

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DAIZ



Gonggam Networks

com2uS

OB 오비맥주

WITHTECH

SALT

WING BLING

KORAIL
코레일네트웍스

pwc
삼일회계법인

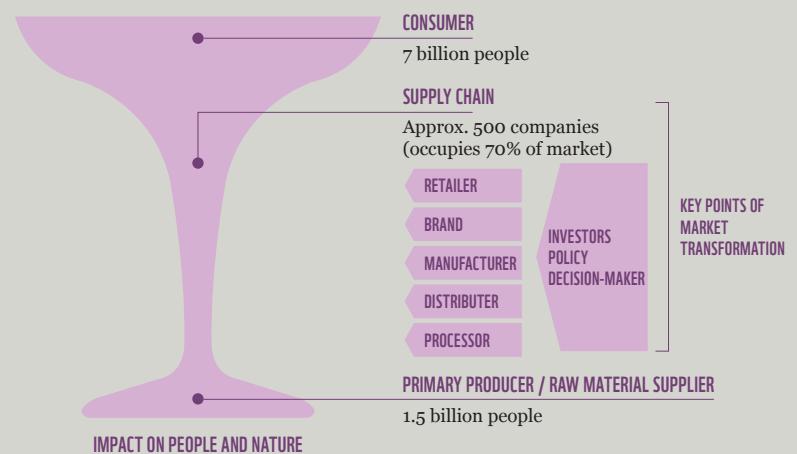
MARKET FOR A SUSTAINABLE FUTURE

Humankind is currently consuming resources 1.5 times faster than the maximum resource usage speed that the Earth can support. This is sufficient enough to threaten the planet, and neither humanity nor nature is safe. Therefore, we must manage the demand for raw materials such as water, food, and fuel in line with the population growth and make every effort to regain nature by means such as the conservation of drinking water and climate stability. WWF's strategy of market transformation requires 500 companies, which account for about 70% of the key commodity market, to follow more sustainable production standards. This is because it is a much more efficient way than persuading 7 billion consumers to change their consuming behavior or 1.5 billion producers.

MARKET

WHAT IS MARKET?

Market, one of the three Driver Practices behind WWF's six goals of nature conservation, places focus on changing the systems that can reduce the environmental impact of production and consumption which benefits people as well as nature. WWF aims to maximize the performance of nature conservation in cooperation with companies to induce changes in the industrial behavior towards the environment.



In order to bring about change in the overall market, it is necessary for the entire market to make every effort, not just the company alone. WWF-Korea strives to continue with the sustainable business in the domestic market by publishing the research reports, holding round tables, and building initiatives and platforms to induce multilateral cooperation. WWF-Korea's market engagement activities focused on the textile and apparel sector and plastic-related industries that garner high attention in the domestic market.

Market's vision is to support sustainable production and consumption in local, regional, and global markets to reverse nature loss and benefit communities.

TEXTILE

Purpose

Global companies are announcing sustainable business goals as there is an increasing call for the sustainable development of the textile and fashion industry, the second-largest carbon emitter and second-largest freshwater-consumer as a single industry. WWF-Korea seeks to provide support for Korean companies to utilize the third-party verification and certification system, and reduce the environmental impact such as water usage, energy usage, and the waste management, thereby contributing to a reduction in the ecological footprint of the textile and fashion industry.

Roundtable

On April 23, the first sustainable fashion roundtable was held online, with the key industry stakeholders invited. The speakers' presentations and panel discussions were carried out under the themes of the factors, directions, and cases that companies need to have for their transformation towards sustainable businesses, and the present and future of global sustainability programs.



Project Repurposed Textile (Re:Textile)

It is a collection production program that upcycles the dead-stock fabric to fashion items by fashion brands that pursue sustainable path. A huge amount of industry waste, especially dead-stock fabrics, remains a significant part of the chronic issues of the fashion industry. The project is to convey the true meaning of sustainable fashion and the need for an overall system change in the current industry to consumers and industry stakeholders. It uses indicators and certifications such as the Higg Index, GRS and RCS to demonstrate the environmental impact of fabric production, recycling, upcycling, and repurposing. Re:Textile will be officially launched in October.

Global cooperation between WWF and the textile fashion industry

WWF has been working with major industry associations such as SAC and GOTS, as well as numerous global fashion brands, to build programs and platforms for the sustainable textile and fashion industry. WWF also runs Water Stewardship Programs in five water risk basins around the world, which are also the major dense textile production areas, to monitor production sites and cooperate with local governments and textile manufacturers so as to reduce the industry's ecological footprint and restore freshwater and local ecosystems. This year, the second "Sustainable Cotton ranking" was published, showing the status of 77 major cotton-consuming companies around the world and comparing it to the results of 2017, encouraging companies to make every effort to ensure sustainable cotton sourcing in the future.

PLASTIC

Purpose

Issues with the use of plastic and the resulting environmental pollution have been reported, but no clear solution has been found in terms of business. Based on the strategy of "No Plastic in Nature by 2030," WWF seeks to prevent the inflow of plastic into nature and stop further environmental pollution. WWF-Korea plans to identify the current status and issues in each industry associated with plastics and to provide support for corporates to set the cooperative reduction goals and achieve them.

Business Guideline Report

In December, WWF will release a 'Plastic Business Guideline' report that is applicable to businesses in South Korea. WWF seeks to investigate exemplary plastic reduction or utilization cases in each stage of the plastic life cycle (planning, design, distribution, consumption, disposal, recycling, etc.) for corporates to refer to or apply for a practical business model.



About ReSource

ReSource is an online platform launched by WWF-US in 2019 where the member corporates set up their plastic reduction goals, measure and disclose their production of plastic. WWF and an advisory group of plastic experts provide the solutions to reduce plastics during the life cycle of plastic. Five global companies (Coca-Cola, McDonald's, Starbucks, P&G, and Keurig Dr Pepper) participated in the pilot study for the first year, and in June 2020, Amcor, Colgate-Palmolive, and Kimberly-Clark additionally joined ReSource. Any Korean companies who are interested in this platform can ask for assistance through WWF-Korea.

About PACT

First launched in 2019 by WWF Singapore, the Plastic ACTion (PACT) was subsequently formed in Hong Kong and Malaysia with the joint declaration of many corporates for the shared vision of plastic reduction. In accordance with each country's market and corporates' situations, PACT is managed at various levels and angles to comply with each corporates' plastic issues. PACT Singapore focuses on food delivery apps and food and beverage stores, while PACT Hong Kong places its focus on food delivery apps, and PACT Malaysia concentrates on food delivery apps and hotel chains. WWF-Korea also plans to launch PACT in line with Korea's situation through corporate round tables and meetings.

OTHER PARTNERSHIP ACTIVITIES

1. WWF and Shinsegae's promotional event on 'sustainable marine products'.

WWF collaborated with Shinsegae Department Store from October 17 to 23, 2019 to promote 'sustainable marine products'. The event was held in Myeong-dong Shinsegae Department Store and customers were informed of the importance of protecting young fish, along with the certification of sustainable marine products such as the Marine Stewardship Council (MSC) granted to the fishing industry and the Aquaculture Stewardship Council (ASC) granted to aquafarms and farmed fish such as salmon and shrimp. At the event, brochures on marine certification programs and marine resource conservation activities were distributed, and souvenirs were provided for customers who participated in the event.

2. The story of nature conservation by WWF-Korea's ambassador, Tyler

To highlight World Environment Day, the Partnership Team held a live streaming talk event by WWF-Korea's ambassador, Tyler Rasch on June 5, 2020. The topic of the lecture was "The Story of Nature Conservation for the One and Only Earth," in which Tyler emphasized the importance of responding to the climate crisis. Tyler said that we have made many wrong choices because we have been neglecting all the environmental effects of our actions, especially those closely related to the economy, and also that we have been exploiting all the natural resources as if they are free and infinite. Lastly, he shared the individual efforts to lessen climate change for the audience, focusing on voting responsibility and sustainable consumption.



3. Participation in the 4th Sustainability Business forum "THE CSR 2019 | Seoul"

On November 13th, WWF participated in the sustainable resource management session with other relevant stakeholders from domestic and international corporates, public institutions, non-profit organizations, and the research institutes, at the 4th Sustainability Business Forum "THE CSR 2019" hosted by The CSR. Along with global environmental experts, WWF joined the discussion on the sustainable resource management issue in terms of production, distribution, and consumption for future generations.

4. Teacher training session at the 'E (Environment) School' of Jeju Island

In July of 2019, WWF visited the "E (environment) school" to lecture on plastic issues for the teachers and education staff in Jeju island as part of its official training course. The course was organized by Jeju Green Environment Support Center and Jeju Provincial Office of Education. During the lecture, the teachers and staff were engaged in open discussions about the history of plastics, issues concerning the use of plastics, plastic reduction activities in domestic and overseas schools, and made the pledges to reduce the use of plastics.

5. 'Social Talk Concert' lecture by the Social Solidarity Bank

WWF participated in the "Social Talk Concert" which was hosted by LG Chemical and LG Electronics and organized by the Social Solidarity Bank. WWF gave a lecture on sustainable fashion for social enterprises, prospective entrepreneurs, and citizens. WWF discussed the ways to lessen the environmental pollution caused by the fashion industry and suggested cooperative models for transformation into sustainable businesses.



WWF GLOBAL PARTNERSHIP CASES

H&M (Sweden)

The establishment of a system to control water consumption in the textile production

Along with WWF, H&M Group is making every effort to mitigate the possible impact on the fashion industry in the production process and to protect water resources. With the 'Water risk filters' for assessing the risk of water in its entire supply chain, H&M has undertaken a large-scale study on the water management responsibility in the world's most polluted rivers riddled with the most shortfalls. Maintaining cooperation with H&M Group has contributed not only to the factories but also to the suppliers, local communities, and policymakers reducing the environmental impact of water on major production sites in the textile industry (China, India, etc.).

MARINA BAY SANDS (Singapore)

The development of guidelines on sustainable fishing

WWF-Singapore and Marina Bay Sands recognized the sustainability issue with the seafood supply chain at all of the Marina Bay Sands' resorts in Asia and signed a ground-breaking partnership in 2017 to improve sustainable seafood consumption. Marina Bay Sands decided to increase the proportion of sustainable marine products consumed by hotels by up to 50% by 2020, and to completely remove the fish species listed on the IUCN Red List from all menus in accordance with WWF's seafood guide.

Michelin (France)

The establishment of an international platform for natural rubber production

Since 2015, WWF France and Michelin Group have commenced cooperative project for sustainable natural rubber in Indonesia. While developing rubber farms with sustainable responsibility, the partnership has reduced illegal logging, protected the wild elephant population, and consulted with the local communities for coexistence. In March 2019, Michelin contributed towards the establishment of an international platform for sustainable natural rubber, supporting the large-scale transformation of rubber production and consumption to preserve the forests and ecosystems threatened by rubber production.

LFP (France)

Achievement of zero plastic in soccer stadiums

France's leading professional football organization, the Ligue de Football Professional (LFP), has been working with WWF to operate the stadium in an eco-friendly manner and raise the issue of sustainability to the spectators. With professional support from WWF, the LFP commenced with its efforts to track and minimize water, energy, waste, and the carbon footprints caused by the soccer stadium. In particular, practical advice was provided to remove the plastic containers for food and beverages in the stadium and to provide sustainable food that supports forest protection. On the day of the match, the LFP played a video on biodiversity conservation to the crowd.

Loblaw (Canada)

The restoration of freshwater habitats and the removal of marine waste throughout Canada.

Loblaw Companies Limited monitors the freshwater habitats in Canada and will be carrying out freshwater restoration projects throughout Canada until 2025. 25,000 volunteers participated in the restoration of 3,370 hectares of freshwater areas, and planted 110,000 trees and plants, participating in the river and lake conservation activities in the local communities. In addition, Loblaw is also engaged in the activities to remove coastal waste to restore healthy freshwater ecosystems to wildlife and local communities. In 2019, WWF Canada worked with Loblaw to prevent plastic waste from flowing into the waterway.

Google (Sweden)

The joint development of a cloud platform for sustainable supply chain of the materials for textile companies

As part of its global partnership, Google Ireland and WWF Sweden came together to start developing an environmental data platform. This platform helps the fashion industry stakeholders to make better decisions when sourcing raw materials, providing data on the origin and environmental impact of each material (freshwater pollution rate, freshwater usage, greenhouse gas emissions, etc.). The purpose of this tool is to provide fashion brands and distributors with an in-depth insight into the environmental impact throughout the supply chain. It uses cloud, artificial intelligence, and big data technologies to track the environmental impact of the most commonly used materials in the fashion industry.

WWF NETWORK

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Cuba
Croatia
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DRC
Ecuador
Fiji
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Vietnam
Zambia
Zimbabwe

Allied Organizations of WWF

Fundación Vida Silvestre (Argentina)
Pasaules Dabas Fonds (Latvia)
Nigerian Conservation Foundation (Nigeria)

Together Possible



WWF BY THE NUMBERS

1961/2014

WWF was founded in 1961 and WWF-Korea was established in 2014.

+100

WWF is present in over 100 countries across six continents.

+5,000,000

More than five million supporters are sponsoring WWF.

6

WWF focuses on the six practices of Ocean, Climate and Energy, Freshwater, Forest, Wildlife, and Food.



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.

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