



**CORPORATE PARTNERSHIPS REPORT**

# **WWF-KOREA CORPORATE PARTNERSHIPS REPORT**

**FISCAL YEAR 2021 (JULY 2020-JUNE 2021)**

## 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

WWF-Korea Partnership (partnership@wwfkorea.or.kr)

**Publisher:** Sung-hwan Son/ Yoonhee Hong

**Creators:** Minhye Park, Nahi Hong, Suwon Chun, Joowon Hwang, Seohyeon Kim, Jean Kim

**Date of Publication:** September 2021

**Design:** Bestseller Banana

Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner.

© Text 2021 WWF-Korea

All rights reserved

# CONTENTS

---

Foreword by the WWF-Korea Executive Director	2
Cooperation with Corporate Partners	4
WWF's Corporate Partnerships	6
<b>THIS REPORT</b>	7

---

## Partnerships

1. TThe Coca-Cola Company	8
2. Amore Pacific Corporation	10
3. KB Kookmin Bank	12
4. P&G Korea	14
5. Bel Cheese Korea	16
6. Sansu	18
7. SSG.COM	20
8. JEJUPASS	22
9. Lime/Yostar/Kenzo	24

---

## Market for a Sustainable Future

Textile	28
Plastic	30
Palm Oil	32

---

<b>WWF GLOBAL PARTNERSHIP CASES</b>	34
<b>PARTNER INTERVIEW</b>	36
<b>PHILANTHROPY</b>	38

# FOREWORD BY THE EXECUTIVE DIRECTOR

**The stability of the climate and the health of the natural ecosystem are critical to the health, safety, and economic prosperity of the present generation and future generations as well. Such is their importance as they have been deeply recognized through numerous scientific evidence, frequent natural disasters, and the pandemic experience.**



**YoonHee Hong**  
Executive Director,  
WWF-Korea

Businesses, financial institutions, and the Korean government's declaration of carbon neutrality have led to an expansion of opportunities for WWF's corporate partnerships and the ESG trend among companies. Internally, the time spent over the past year was an effort to increase the impact of partnership programs and to achieve the systematization of the work process. WWF is attempting new initiatives to minimize the environmental impact of its businesses and transform them into sustainable business models by collaborating with various partners and stakeholders.

Transitioning to a sustainable business is no easy endeavor for a company to accomplish independently. Such work should be viewed from a comprehensive and long-term perspective while grasping the trend of the international community, and various stakeholders including industries and consumers must come together to find a solution to this approach.

WWF seeks to cooperate and come up with appropriate plans to encourage more domestic companies to actively take responsibility and play an integral role to conserve nature together. This will enable companies to make in-depth changes and accomplish the transformation to a sustainable business, achieve carbon-neutral goals, and contribute to the recovery of nature and biodiversity that have already been lost due to business activities.

And the WWF-Korea partnership team is committed to not only changing individual companies, but also driving industry-wide efforts to accomplish such changes. So, we have taken the first steps to systematically identify the environmental impact and risks caused by corporate activities. In particular, we focused on raising awareness among consumers and corporate employees for a sustainable business through education and campaigns, leading to corporate changes and various projects especially centered around the plastic and textile business.

For the past 60 years, WWF has worked to create a future where humans can live in harmony with nature. Along with conservation activities at natural sites such as forests and the sea, we are also working to change the system so that economic agents can operate in a more sustainable way. We assessed and announced science-based goals and specific, quantitative methods and actions to achieve such goals. And we have been supporting companies to change their business and operations such as production, consumption, and product design to be more sustainable. In the future, all stakeholders across the business value chain must work closely to make such an effort. It is imperative that we transform rapidly to a sustainable social and economic system to ensure a sustainable future in which people live in harmony with nature.

WWF will do its best to help companies create a sustainable future and achieve economic and social transformation. Together Possible.

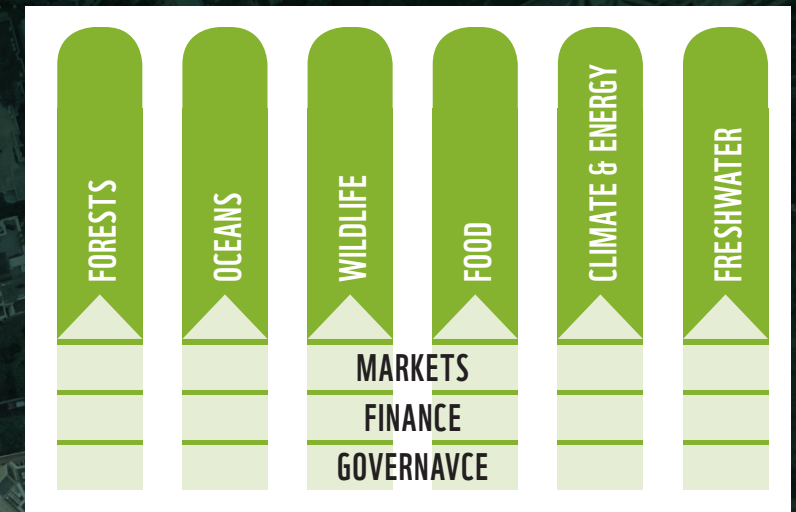
# COOPERATION WITH CORPORATE PARTNERS

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.

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.

6 conservation practices and 3 drivers



# WWF'S CORPORATE PARTNERSHIPS

WWF seeks partnership opportunities with the corporate sector through evaluating the common understanding of issues, shared ambitions or activities, and a willingness to create voices in public, etc. by following the global guideline.

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 through 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.

This report summarizes the partnerships WWF-Korea promoted from July 2020 to June 2021.

WWF-Korea is responsible for the agreements and activities with the companies, and funds raised through corporate partnerships are typically used to:

- Reduce the environmental impact 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 2021 (July 2020 - June 2021) the total income from business represented 20% 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 2007, Coca-Cola formed a global partnership with WWF and has remained deeply committed to creating a healthy and replenishable freshwater ecosystem through its Water Replenishment Project, a global water resource replenishment project aiming to protect the world's water resources, centered around the world's seven most important water resources.

The Water Replenishment Project aims to replenish the total amount of water used for its products and during the manufacturing process through various methods to meet the needs of different communities.

In Korea, Coca-Cola partnered with WWF-Korea in 2017 as part of its Water Replenishment Project and carried out water conservation projects in water shortage areas in the Nakdong River basin areas in Gimhae and Changwon, dredging the water reservoirs, planting aquatic plants, and repairing and maintaining waterways. In 2021, it secured agricultural water and river maintenance flow by dredging and repairing the Okgye reservoir and the Jeomgol Reservoir in Juchon-myeon, Gimhae.

Coca-Cola aims to collect and recycle 100% of its beverage packages by 2030 through the World Without Waste for sustainable packages.

As part of the project, it carried out the ONETHEPL project, a non-face-to-face consumer participation campaign, in Korea in accordance with the COVID-19 restrictions. ONETHEPL, a campaign that means "Wonderful" and "plastic that can be used again," was designed to raise awareness on the environmental pollution caused by plastic beverage bottles and to help consumers experience resource circulation through useful upcycling goods that are returned from properly sorted plastic waste.



## 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

© Coca-Cola Korea



# 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 entered a partnership in 2019 as part of its “GREENCYCLE” campaign to reduce plastic waste through various activities. Continuing from last year, Amore Pacific has been collecting the cosmetic bottles it sold this year as well and recycled the collected bottles as raw materials.

The recycled raw materials were used to produce recycled bottles for Amore Pacific brand products and then donated as upcycled products such as benches and flowerpots for local communities.

Amore Pacific is continuing its research to carry out various projects using recycled raw materials, and WWF will continue to work with Amore Pacific brands to raise public awareness on plastic waste issues.

## AMORE PACIFIC

### INDUSTRY

Cosmetics

### TYPE OF PARTNERSHIP

Sustainable Business Practices

### CONSERVATION FOCUS

Plastic

### RANGE OF CONTRIBUTIONS

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

© AMORE PACIFIC



# 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.**

Last year, KB Kookmin Bank worked with WWF-Korea to raise public interest in a circular economy using Superbin's artificial intelligence recycling robot vending machine "Nephron" as part of an eco-friendly campaign raising awareness on resource circulation.

In particular, KB Kookmin Bank provided an opportunity for students to practice environmental activities by supporting a plastic reduction mission that students from seven schools in Seoul participated in.

To conserve the Ocean environment, the bank plans to commence with a marine waste collection and fish farm improvement project this year through the "KB Clean Ocean" financial products, which are consisted of the "KB Clean Ocean Charitable Trust" and "KB Clean Ocean Installment Savings Plan" that were launched last year.

In particular, the company contributed to protecting fishery resources and creating a safe spawning habitat by collecting lost fishing gear and marine waste debris near Yeonpyeong Island, Incheon. The collected marine waste will be recycled to create and donate products needed by local communities.

KB Kookmin Bank is planning eco-friendly products such as the "KB Clean Ocean" financial products to solve environmental issues together with its customers and various missions to protect the environment.



## INDUSTRY

Finance

## TYPE OF PARTNERSHIP

Communication & Awareness Raising

## CONSERVATION FOCUS

Plastic

## RANGE OF CONTRIBUTIONS

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





# 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.**

P&G has been working with WWF for the past decade on nature conservation programs for sustainable business practices in various fields such as sustainable materials, forest, climate and energy, and freshwater. P&G is especially committed to sustainable business practices, joining WWF's Climate Savers program and ReSource platform and disclosing its plastic production information in order to find solutions together.

P&G Korea entered into a partnership with WWF-Korea in 2020 and has been conducting campaigns and education to raise awareness of the climate crisis. The company conducted the "Polar Bear Drawing Contest" to raise public awareness and published children's books emphasizing the importance of natural resources and the climate crisis. It has been an opportunity to educate future generations about the importance of conservation and to help them develop a sustainable lifestyle at home.

The company is continuing employee education sessions to emphasize the importance of sustainable business practices and is planning to contribute through long-term partnerships.



## INDUSTRY

Consumer Goods

## TYPE OF PARTNERSHIP

Communication & Awareness Raising

## CONSERVATION FOCUS

Plastic

## RANGE OF CONTRIBUTIONS

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



# Bel Group - Bel Cheese Korea

Bel Group is a company headquartered in France owning multinational cheese brands, with over 30 brand products being sold in 120 countries. Bel Group is committed to offering healthier and more responsible foods to its consumers.

Various sustainable dairy farm projects to reduce the environmental impact of major Bel Group production facilities in Southeast Asia, South America, and Europe.

WWF-Korea and Bel Group's Korean office Bel Cheese Korea entered into a partnership in January 2020. In October 2020, the company conducted food security-related advertisements and public campaigns to celebrate World Food Day together with Bel Cheese Korea's brand Kiri.

In addition, Bel Group is seeking to carry out more missions in Korea based on their new sustainable management mission "For All, For Good" and WWF's food sector strategy.



## INDUSTRY

Food manufacturing

## TYPE OF PARTNERSHIP

Communication & Awareness Raising

## CONSERVATION FOCUS

Climate & Food

## RANGE OF CONTRIBUTIONS

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



**QUESTION 1**

매년 식품산업으로 인해 발생하는 온실가스의 비중은? (전 세계 총 배출량 기준)

- A 약 5%
- B 약 25%
- C 약 60%
- D 약 80%

**QUESTION 2**

매년 버려지는 음식쓰레기의 양은? (전 세계 총 배출량 기준)

- A 약 13억 톤
- B 약 30억 톤
- C 약 50억 톤
- D 약 70억 톤

# Sansu (i'm eco)

Since its establishment in 1984, Sansu has been fulfilling its social and environmental responsibilities as a company that aims to coexist with nature through an eco-friendly management philosophy. It strives to create healthy changes toward a sustainable future by becoming the first in Korea to manufacture bottled water products using low-carbon Bio-PET and biodegradable plastic containers

To solve the environmental pollution caused by plastic waste, Sansu changed the materials, reduced the amount of plastic used in manufacturing, and introduced a “collecting system” to collect empty water bottles from consumers. The collected empty bottles are then upcycled into recycled yarn.

Rather than limiting the activities to the waste sector, Sansu also conducted the “Closing the Loop” campaign to contribute to a sustainable, circular economy, establishing an eco-friendly economic system that efficiently uses and replenishes resources throughout the entire production, distribution, and consumption process.

Going further to solve the environmental issues caused by plastic, Sansu participated in PACT (Plastic ACTION), a joint mission of companies promoted by WWF-Korea, and set up long-term plastic reduction goals to continue working with other companies. It is also supporting WWF's plastic-related missions by sponsoring the imPACT fund.

# i'm eco

## INDUSTRY

Bottled water manufacturing

## TYPE OF PARTNERSHIP

Communication & Awareness Raising

## CONSERVATION FOCUS

Plastic

## RANGE OF CONTRIBUTIONS

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



# SSG.COM

**SSG.COM provides a shopping experience that enhances the quality of life with unique products, various services, and convenient benefits, and takes on various initiatives in business to offer the values that consumers want a step ahead of time.**

SSG.COM and WWF launched a month-long campaign in November 2020 to raise awareness on the use of disposable plastics and to promote sustainable, eco-friendly shopping habits to reduce the use of disposable plastics by providing customers with the permanent and reusable WWF edition I'll BE BAG cooler bag.

Using the I'll BE BAG cooler bag can reduce the use of four disposable plastics on average per early-morning delivery order, including styrofoam boxes and ice packs. The reuse rate of the I'll BE BAG cooler bag reached 95%, and the campaign saved about 35,000 disposable products with 9,200 participants.

SSG.COM plans to continue its efforts toward realizing a carbon-zero society, expanding its eco-friendly line of products and services by converting them to mobile receipts and eco-friendly ice packs and implementing electric delivery vehicles with cold chain management.

# SSG.COM

## INDUSTRY

E-commerce, Simple Payment Service

## TYPE OF PARTNERSHIP

Communication & Awareness Raising

## CONSERVATION FOCUS

Wildlife / Plastic

## RANGE OF CONTRIBUTIONS

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



# KAFLIX

**KAFLIX provides various platform services in the Jeju region such as the car rental price comparison platform JEJUPASS, CAFEPASS, and JEJUPASS Restaurant.**

WWF signed an agreement with KAFLIX and the Jeju provincial administration for the “CO2 FREE CHALLENGE” campaign to reduce carbon dioxide emissions in Jeju Island.

The “CO2 FREE CHALLENGE” is an environmental campaign aiming to reduce carbon emissions and practice nature conservation by encouraging tourists to use electric vehicles instead of internal combustion engine vehicles as Jeju is visited by around 15 million tourists annually.

An electric vehicle emits 60 kg less carbon compared to internal combustion engine vehicles for every 400 km, which is equivalent to the effect of planting nine 30-year-old pine trees. More than 30,000 travelers participated in the CO2 FREE CHALLENGE, exceeding the expected target range by 140% and providing an opportunity for tourists to directly participate in sustainable consumption as well as conserving nature.

WWF and KAFLIX plan to promote various collaborative projects such as electric vehicle promotion campaigns that will enable consumers to actively respond to the climate crisis and practice promoting a low-carbon society.

# KAF·LIX

## INDUSTRY

Service

## TYPE OF PARTNERSHIP

Communication & Awareness Raising

## CONSERVATION FOCUS

Climate & Energy / Plastic

## RANGE OF CONTRIBUTIONS

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



# Lime



WWF and Lime, an electric scooter sharing service, entered the “Ride Green” agreement to conserve nature and solve climate change issues for a pollution-free city. The agreement was signed jointly by WWF and Lime, operating the “One Planet City Challenge” to implement eco-friendly city construction in 12 countries and their major cities around the world.

The “Ride Green” agreement is a global partnership aiming to educate and encourage the public to use eco-friendly transportation methods and achieve full carbon neutrality by 2030 by improving urban mobility and innovative carbon activities.

As part of the “Ride Green” mission, the “Lime in the Wild” campaign was held in Korea to practice “Earth Hour” in March and Earth Month in April. Over the six-week campaign, a total of 20 custom-designed Lime kickboards with tiger and zebra patterns were distributed around the Gangnam area, and all profits from



the kickboard campaign were donated to WWF's climate change programs.

In addition, the “Lime Hero” project was held in which any riders wishing to participate in the mission for climate change paid a riding fee raised of 1,000 won when using electric kickboards, and the additional fee was donated to WWF.

WWF and Lime plan to enhance the influence of micro-mobility in urban transportation through continued campaigns, improvements in mobility, and innovative carbon activities, to take a step toward a “carbon-free future.”

# Yostar



Yostar, a global game company, supported WWF's conservation activities and raised public awareness of snow leopard conservation through a donation event themed “coexistence” in its game “Arknights.”

From May 19, 2021, Yostar donated all profits (excluding platform fees and operating costs) from two packages that were sold over a three-week event to support WWF's conservation programs.

The “Arknights” team also visited a snow leopard reserve in the Wolong District in Henan Province, China, to inform the public of the importance of wildlife and ecosystem conservation. Snow leopards are estimated to have a population of about 6,600 across 12 countries but are threatened by poaching, habitat destruction, and human reprisal.

Snow leopards are also known as an indicator of a healthy alpine ecosystem as predators at the top of the food chain. WWF is continuing its efforts to conserve snow leopards by reducing conflicts between wildlife and human society and is operating educational programs to promote sustainable development. It is also working to ban mining businesses within snow leopard habitats and prevent illegal poaching and smuggling.

# Kenzo



The French luxury fashion brand Kenzo launched a second capsule collection with WWF for the conservation of tigers. Including a variety of items such as T-shirts, hoodies, and sweatshirts, the collection has been certified as 100% organic cotton by the Global Organic Textile Standard (GOTS).

The capsule collection aims to protect tigers around the world, which is also a symbol of Kenzo. For every product sold, \$10 was donated to WWF's TX2 fund, which aims to double the wild tiger population by 2022.

Meanwhile, the global tiger population has decreased by more than 95% since the beginning of the 20th century, and only about 3,200 wild tigers remained in 2010. As of 2019, it was observed that the population had increased by nearly 4,000.

# MARKET

People are currently consuming resources 1.5 times faster than the maximum speed that the Earth can support. This is sufficient enough to threaten the planet, and neither human 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.

## 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, plastic, and palm oil-related industries that garner high attention in the domestic market.

© SHUTTERSTOCK / CREATIVA IMAGES / WWF



## TEXTILE

### Purpose

As an industry accounting for 8 to 10% of global carbon emissions and 20% of freshwater consumption, the textile fashion industry has been raising its collective voice in self-reflection on sustainable development worldwide.

While global brands are announcing carbon neutrality and environmental impact reduction goals, WWF-Korea is working to reduce ecological footprints across the industry by urging Korean companies to make related efforts and supporting sustainable business transformation.

### Project Re:Textile (Repurposed Textile)

Clothing waste accounts for a large portion of the chronic issues that plague the fashion industry. In response, social venture fashion brands took on the project to change the fashion market in their own colors by raising awareness of the ecological footprints of the fashion industry, the value of recycling, upcycling, and reusing waste fabrics.

A total of 12 brands participated in the project and reused 2,322 yards of fabric, proving that using recycled fabric can reduce carbon emissions (CO<sub>2</sub>e) by 48,854 kg compared to using new fabric. The campaign video, joined by Park Seo-joon, Bae Doona, Oh Ji-ho as a donation mission, reached more than 1 million views with social network.



### Sustainable Fashion Roundtable

On March 17th, an online live broadcast was held under the theme “Sustainable Fashion Round Table: ‘Korean companies’ role and mission towards Net Zero 2050” With a carbon-neutral roadmap through SBT, WWF textile program, corporate case studies, various worldwide speakers and over 100 Korean companies participated in lectures and panel discussions, and the second roundtable ended successfully by informing Korean textile and fashion companies to strive for net-zero by 2050.





## 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.

### Business Guideline Report

WWF released 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.



### Plastic Roundtable

A roundtable was held online last December with companies and the government to find solutions regarding plastic issues. Around 80 companies from various fields such as cosmetics, food and beverage, retail, delivery service, and construction and the Resources Circulation Bureau of the Ministry of Environment participated in the event, raising expectations for future collaborations among companies, the government, and society.

### PACT (Plastic ACTION)

The joint declaration ceremony for "Plastic Action (PACT)" was held in April following WWF-Singapore, Malaysia, and Hong Kong. Six Korean companies (Maeil Dairies, Millennium Hilton Seoul, Sansu, Amore Pacific, Organica, and Woowa Brothers Corp) came together as the founding members in Korea, providing an opportunity to share their will and vision to reduce plastic waste.



## PALM OIL

### Purpose

Palm oil, the most widely used plant-derived oil on the planet, is a resource that is rapidly rising in demand due to its economic efficiency and advantages. As most are densely cultivated in the tropical rainforests of Southeast Asia, an important location for biodiversity conservation, WWF aims to establish a sustainable palm oil market without deforestation or violating human rights to promote a harmonious future between nature and humans.



### Palm Oil Buyers Scorecard (POBS)

The Palm Oil Buyers Scorecard (POBS) launched in 2009 is a scorecard evaluating the current status and plans of sustainable palm oil use by companies purchasing palm oil around the world. The survey consists of a total of 10 categories including supply chain transparency and certified palm oil usage, and scores are calculated and disclosed according to the information that is transparently disclosed by each company. Korea was selected as a target country for the first time in the 2021 Palm Oil Buyers Scorecard which will soon reach its sixth publication, and Korean companies purchasing palm oil will have their scores disclosed.

### RSPO Webinar

The Roundtable on Sustainable Palm Oil (RSPO) is a non-profit consultative organization that operates on the basis of certifying the production and use of sustainable palm oil. The “Sustainable Palm Oil 101 - The South Korean Market” was held to encourage and emphasize the importance of sustainable palm oil in line with an increase in participation by Korean companies.

© AARON GEKOSKI / WWF-US



# 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 2021 fiscal year, **Youngone Corporation, GS E&C, ORGANICA, EBS, DAIZ, RUNNING POINT, SOME BY MI, Daehan Flour**, Deloitte Korea provided charitable donations to help with WWF- Korea's nature conservation practices.



© SHUTTERSTOCK / LUKAS KOVARIK / WWF



# PARTNER INTERVIEW

## 1. NAM JU KOO, SENIOR MANAGER, COCA-COLA KOREA

### Please introduce your role at Coca-Cola.

I am in charge of external cooperation focusing on sustainability management in the Public Affairs Communication & Sustainability at Coca-Cola Korea. I have been working with WWF-Korea since 2017 following Coca-Cola's water replenishment project as part of the ESG strategy, and we have been working closely while conducting the local community recycling campaign since 2019. Water resources are the most important environmental resource for manufacturing refreshing beverage products for Coca-Cola. The water replenishment project aims to protect water resources by returning the same amount of water used in beverage production in such a way that is most needed by local communities. WWF and Coca-Cola are conducting various water replenishment projects in countries around the world. In Korea, we are continuing water quality improvement efforts by planting aquatic plants and securing agricultural water through the dredging of reservoirs in the Gyeongnam area.

We recently conducted the ONETHEPL campaign, meaning to recycle plastic again based on the issues of plastic packaging, to encourage proper waste sorting of beverage bottles and provide the experience of waste being reborn as valuable resources in order to contribute to plastic circular economy.

### How was your experience working with WWF, and did you find it helpful or in what way did you receive help?

WWF has worked with Coca-Cola for the past 14 years, addressing key environmental issues in countries around the world. Their knowledge, expertise, and experience in collaboration were very helpful to conduct successful projects in Korea as well, discovering projects that meet the needs of local communities and connecting with local experts. Environmental issues are no longer limited to a specific country, and is now an issue faced by all people around the world. We received a lot of help collecting cases overseas through the global network and conducting local community projects that meet global standards. I believe that the greatest strength of WWF is the drive to provide scientific solutions beyond simply raising questions on environmental issues.

### What would you like to work on together with WWF in the future?

Following the efforts of the water replenishment project and local community recycling campaign, I hope to receive more advice on greenhouse gas reduction measures that can be implemented by Coca-Cola Korea based on WWF's expertise and insights to continue our work on achieving carbon neutralization for climate change. The effort of individual companies is important for environmental issues, but I expect that the effect will be greater when the industry works together as a whole toward the same goal. My hope is that WWF-Korea will play a central role in Korea to establish a collaborative system where industries can set up common goals and work together.



## 2. SONGIN PARK, TEAM LEADER, WOOWA BROTHERS

### Please introduce your role at Woowa Brothers.

I work on caring for our neighbors and communities in the best way that Baemin can do, which is broadly divided into three categories: creating a safe food network for the underprivileged, emergency support for owners and riders, and creating an eco-friendly delivery culture.

### How was your experience working with WWF, and did you find it helpful or in what way did you receive help?

I received a lot of help while preparing for PACT. Writing a plastic reduction statement was not easy as we are a delivery platform. But I could work on it thanks to the valued staff who worked on it together and shared their professional knowledge. This statement was very special for us internally as well. It was an opportunity to collect the Baemin Green activities from each department to examine our current status and review our future direction.

### What would you like to work on together with WWF in the future?

Even after writing the statement, I continue to ask for advice regarding global cases or professional knowledge, and it has been very helpful because WWF always responds to us with sincerity. As a food delivery platform, we hope to come up with activities that can be done together with local communities and carry out campaigns that everyone can participate in during their daily lives.



## 3. JUNG-EUN YOON, CEO, CO&DE

### Please introduce your role at CO&DE.

I am in charge of product planning, design, and marketing at CO&DE. We are focusing on researching and developing sustainable and eco-friendly products, and we are working to renew and introduce our brand Amperduck to many people through aggressive marketing in 2021.

### How was your experience working with WWF, and did you find it helpful or in what way did you receive help?

It was a great honor to collaborate with WWF. Compared to other environmental organizations, I felt that WWF is seriously concerned about conserving the environment through its rigorous procedures and meticulous verification. It was a great opportunity to learn about their detailed process. Thanks to the great infrastructure that WWF has built, we were able to achieve a turning point and learn a broader perspective on sustainable product development.

### What would you like to work on together with WWF in the future?

I would like to develop truly sustainable products and grow our brand's reputation to help WWF's initiative. I want us to become a partner that has worked with WWF from start to finish by planning collaboration products together and donating a portion of the sales proceeds to WWF.

# WWF GLOBAL PARTNERSHIP CASES

---

## **IKEA (Sweden)**

WWF and IKEA have continued a partnership for the past 20 years and would like to use 2021 as a turning point to achieve new goals by 2025.

In addition to the achievements so far in forest conservation in Eastern Europe and the strengthened FSC certification, IKEA would like to continue its forest conservation in Russia and rainforests in Southeast Asia and protect endangered species such as orangutans. It also promised to improve irrigation facilities and systemized management for efficient water usage in cotton farms in Turkey, Pakistan, and India. It also supports and promotes smart crop production and livestock management to reduce carbon emissions in the agricultural field.

## **TESCO (UK)**

WWF-UK and Tesco introduced the Sustainable Basket Metric as part of an effort to halve the carbon footprint of food consumption in the UK market.

The Sustainable Basket Metric identifies information and challenges throughout the food value chain from production to consumption and focuses on seven of the most pressing and destructive environmental issues affected by the system of the food industry, providing information on climate change, deforestation, sustainable agriculture, marine sustainability, packaging, food waste, and consumer diets.

The company will continue with its efforts to increase the range and quantity of certified products, reduce unnecessary packaging and plastic waste, and reduce the carbon generation from the food distribution process to encourage consumers to choose sustainably produced food.

## **Mc Donald's (US)**

WWF-UK, the Walmart Foundation, Cargill, and McDonald invested 6 million in reforestation projects to promote vegetation reconstruction in the northern Great Plains of the United States. The initiative aims to expand sustainable cattle grazing by working with ranchers across Montana, Nebraska, and South Dakota to preserve grasslands, improve soil health, support biodiversity, and improve producer and climate change resilience. The project is expected to have a positive impact on conserving biodiversity through the management of one million acres of pasture over five years to increase the carbon storage capacity of the plains.

## **ANTA (China)**

The Chinese sportswear brand ANTA and WWF-China are working together to improve sustainability in the textile industry. Decomposable raw materials are developed and applied to the water usage management and packaging phase according to the principles of "Reduce, Reuse, Recycle," and educational programs on biodiversity are developed in conjunction to promote consumer participation toward a sustainable textile industry. The goal is to improve industrial water and energy use, discharge industrial waste, manage the supply chain including more than 3,000 textile suppliers, and reduce energy consumption by 30% and water consumption by 22.5%. In addition, innovative technologies will be developed and disseminated by implementing factory evaluation and improvement systems as part of the transition to an eco-friendly textile industry.

## **Bolton Food (Italy)**

The partnership between WWF and Bolton Food has been ongoing since 2016, and a new goal was set for the "responsible management of global tuna resources" over the next four years. As overfishing and unsustainable fishing practices threaten the tuna species, this partnership aims to ensure a sustainable long-term transition in food production and consumption across Bolton Food's supply chain through transparent and ethical methods to ensure the continuation of the fishing industry. Under the theme "Together for the Ocean," it plans to encourage responsible seafood consumption and raise awareness of sustainable fisheries by developing and conducting consumer engagement campaigns.

## **Mars Petcare (US)**

Starting in 2010, WWF and Mars Petcare set an ambitious goal in 2010 to find a 100% sustainable fishing source, converting more than 80% of current fish supplies to certified products and ensuring that no endangered species are included in the supply chain. In addition to the efforts over the past decade, the partnership continues to work on a more detailed evaluation of fish procurement practices throughout the supply chain by 2025 and strives to realize a more sustainable human food supply chain through certification and cooperation from the MSC (Marine Stewardship Council) and the ASC (Aquaculture Stewardship Council).

# WWF NETWORK

Australia  
Austria  
Armenia  
Azerbaijan  
Belgium  
Belize  
Bolivia  
Bhutan  
Bulgaria  
Brazil  
Canada  
Cambodia  
Cameroon  
Central Africa  
China  
Chile  
Colombia  
Cuba  
Croatia  
Denmark  
DRC  
Ecuador  
Fiji  
Finland  
France  
French  
Guiana  
Gabon  
Georgia  
Germany  
Guatemala  
Guyana  
Greece  
Honduras  
Hong Kong  
Hungary  
India  
Indonesia  
Italy  
Japan  
Kenya  
Laos  
Madagascar  
Malaysia  
Mexico

Morocco  
Mozambique  
Mongolia  
Myanmar  
Namibia  
Netherlands  
Nepal Norway  
New Zealand  
Panama  
Paraguay  
Pakistan  
Papua New  
Guinea  
Peru  
Philippines  
Poland  
South Africa  
South Korea  
Romania  
Russia  
Singapore  
Slovakia  
Solomon  
Islands  
Spain  
Surinam  
Sweden  
Switzerland  
Tanzania  
Thailand  
Turkey  
Tunisia  
UAE  
Uganda  
UK  
Ukraine  
USA  
Vietnam  
Zambia  
Zimbabwe

## Allied Organizations of WWF

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

# Together Possible



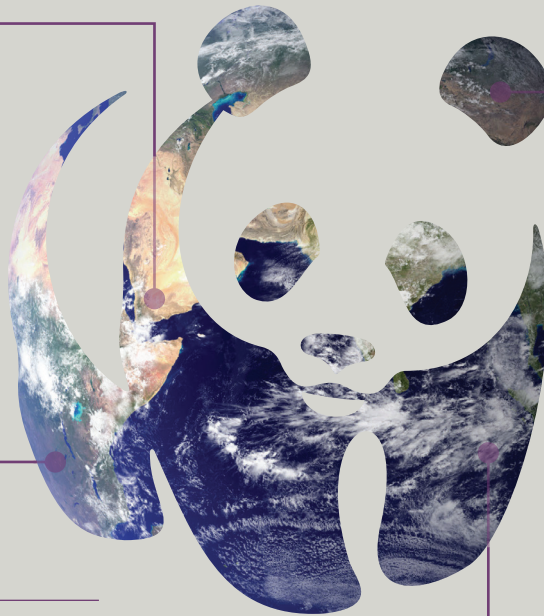
# WWF BY THE NUMBERS

## 1961/2014

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

## +5,000,000

More than five million supporters are sponsoring WWF.



## +100

WWF is present in over 100 countries across six continents.

## 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.

[wwfkorea.or.kr](http://wwfkorea.or.kr)

© 1986 Panda symbol WWF – World Wide Fund For Nature (Formerly World Wildlife Fund)  
® "WWF" is a WWF Registered Trademark.