



WWF-KOREA

CORPORATE PARTNERSHIPS REPORT

FISCAL YEAR 2018 (JULY 2017-JUNE 2018)

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.

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FOREWORD BY THE CHAIRMAN

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Seongwhan Son
Chairman, WWF-Korea

It has been four years since WWF-Korea has been established. Performances have shown in climate & energy and in ocean areas in Korea, and also with corporate partnerships.

From a few corporate donations, now we have over 20 financial contributions and sustainable business practices so that we can work towards conserving our one and only earth.

We thank our corporate partnerships who have made it possible to create WWF-Korea's first corporate partnerships report. WWF is the most credible global nature conservation organization with nearly 60 years of experience in over 100 countries worldwide. Through this report, we would like to share its collaborative activities with corporations in Korea.

WWF values the role of corporations. Corporations not only affect domestic and world economy; it leads sustainable development. Conserving the ecosystem would be impossible without corporate efforts to transform to sustainable business practices. For instance, through the WWF networks' proven methods and best practices, WWF supports corporates to use sustainably produced raw materials, prevent deforestation, decrease air, soil, and water pollution.

Since industrialization, the world economy has grown rapidly but has also damaged natural resources during the way. Except for once, each year is getting warmer and warmer since 2000, and thus, natural hazards caused by climate change is also getting more frequent and more serious.

Bold action is required to restore ecosystem change and biodiversity loss. WWF supports SBTi which helps corporates to voluntarily mitigate greenhouse gas according to scientific goals. This is part of supporting carbon management which minimizes corporates' risks and maximizing its value with the guidelines of WRI, CDP, and UNGC.

WWF will continuously strengthen its corporate partnerships so that our society can limit climate change to 1.5 °C and eventually energy transformation.

By actively reacting to climate change related regulations, we will do our best to support corporates to enhance their sustainability in the long term and help domestic corporations to play a central role in the post-2020 climate change regime.

FOREWORD BY THE CEO



Simon Yoon
CEO, WWF-Korea

Most of Korea's major companies have a corporate social responsibility unit and publish sustainable business reports yearly to fulfill their duties towards the society. Through these activities, they have helped the underprivileged financially and have developed social infrastructure overseas. But does the company management sufficiently understand and participate knowing what information is being provided to the investors? How many corporates truly have a clear direction and strategy to maintain sustainable business and not as simply charity activities?

Philanthropy is not enough and the world is requiring corporates to fulfill their environmental and social responsibilities in the long term. Now corporates need to strategically plan for sustainable businesses and regulations are forcing them to share their information to investors transparently. They must also listen closely to consumers who are interested in corporations that are fulfilling their responsibilities toward the environment and society. Corporates that have not met social responsibilities often have to face criticism from civil society.

There are those that perceive needs as regulation and react passively and those who actively embrace change and think of it as an opportunity in a new market. Leading global companies show strong will towards meeting their environmental responsibilities, and actively use the chance to lead the new market by increasing their corporate social value even in tough times. What is your company's strategy to decrease risk and lead this new market? WWF has continuously strived to build harmony between nature and humanity since 1961 for 58 years in over 100 countries worldwide. We have collaborated with corporates and governments to maximize our performances through scientific, solution based methods to conserve species and the sustainability of mankind. Every year, except for the annual report which contains conservation activities, we have been publishing a corporate partnerships report.

We hope that this first report created in Korea can provide opportunities to corporate management about best practices on environmental business and guide those working in corporate social responsibility to refer and apply to their future sustainability plans and activities.

WWF PARTNERSHIPS

TAKING BOLD COLLECTIVE ACTION

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

WWF 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 is why our work on the goals and drivers includes our partnerships with institutions and corporations, both local and global. The changes we want to see in the world can only come about through the efforts of many actors: local communities and national and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers.

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

One Planet perspective
(WWF, 2012)



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 is facing today are too big, too interconnected and too urgent for any one organization to solve alone.

Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. The corporate sector drives much of the global economy, so we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably. Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

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 fossil fuels to 100 per cent renewable energy and away from fossil fuels;
- engaging jointly on public policy;
- supporting the equitable sharing of natural resources;
- redirecting financial flows to support conservation and sustainable ecosystem management;
- raising awareness of the need to consume more wisely; and
- protecting some of the world's most ecologically important places.

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms 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 WWF-Korea 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
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 WWF partners with the private sector is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of WWF's priority places and species. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as MSC-certified fish, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the tiger.

Philanthropic partnerships

The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation impact.

WWF partners on a philanthropic or awareness-raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

WWF works with companies to achieve our conservation goals. NGO and company partnerships involve engaging in constructive dialogue while challenging each other with real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

As this report shows, many partnerships with companies use a combination of these approaches.

TRANSPARENCY AND ACCOUNTABILITY

Results and impact, both qualitative and quantitative, are essential for us. We advocate transparency in action by all stakeholders as a crucial step toward sustainability. We believe that accountability for results and transparency to our supporters and our members on how we deliver those results are key to our approach of working in a constructive, cooperative manner with all our partners, including the corporate sector.

We want all our partnerships with companies to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have, therefore, started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the private sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue reporting publicly on all our company relationships, their intent, objectives and impacts, of which this report is one part.

THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF-Korea has with individual companies. Funds obtained through corporate partnerships are typically used by WWF to:

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

WWF-Korea is responsible for the (contractual) agreement(s) with the companies concerned. The activities of the engagements in many cases take place in other countries or regions.

In financial year 2018 (July 2017 - June 2018) the total income from business represented 20% of the total WWF-Korea income.

CERTIFICATIONS SUPPORTED BY WWF

WWF supports the following certifications to encourage corporations to pursue “practices that enable the harmonious co-existence of nature and humanity.” These certifications help corporations produce and consume in a sustainable manner by providing target figures calculated based on scientific data. Corporations that meet the target figures receive certification from authoritative independent organizations.



Certification given by the Aquaculture Stewardship Council to sustainable farms and seafood responsibly sourced from them



Certification given by the Marine Stewardship Council to sustainable fisheries and seafood responsibly sourced from them



Certification given by the Forest Stewardship Council to wood and paper products originating from forests managed in a sustainable manner



Certification given by the Roundtable on Sustainable Palm Oil to sustainable palm oil products



DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

Science Based Targets initiative increases corporate ambition on climate action by providing guidance and tools for companies to set a GHG emissions reduction target aligned with the Paris Agreement goal

WWF GLOBAL CORPORATE PARTNERSHIPS

WWF has annually published a corporate partnership report globally but we would like to share a practice on technology support and a practice on sustainable fishery.



Technology to protect wildlife

In December 2012, Google launched its Global Impact Awards and announced a US \$5 million grant to WWF to create an umbrella of technology to protect wildlife. Through this funding, WWF is focused on creating a seamless system of monitoring and anti-poaching technologies. In 2013 and 2014, WWF worked with the Namibian Ministry of Environment and Tourism to field-test an integrated network of technologies. In the

- **Name:** Google
- **Industry:** Technology
- **Type of partnership:** philanthropy
- **Conservation focus:** Species
- **Range of contribution:** 1,150,000 ~ 3,450,000 USD (FY2016)
- **Lead office:** WWF-US

second phase, WWF has worked with additional governments, including Nepal and Kenya, to implement the project under different field conditions. In addition to the Global Impact Award, Google has supported WWF since 2003, with financial donations for Eyes on the Forest and the Natural Capital Project as well as with in-kind donations of AdWords, Google Maps Engine and Earth Pro licenses.



Advancing Sustainability

WWF is working with Hilton to reduce the company’s environmental footprint across a number of priority initiatives. The initial 3-year agreement was signed in 2015, focusing on conserving freshwater, reducing food waste, and increasing seafood sustainability. Hilton’s sustainable seafood goals will comprise the global ban of procurement of endangered species

- **Name:** Hilton Worldwide
- **Industry:** Hotels & recreational services
- **Type of partnership:** Sustainable business practices
- **Conservation focus:** Commodities (seafood) / Freshwater
- **Range of contribution:** 570,000 ~ 1,150,000 USD (FY2016)
- **Lead office:** WWF-US

as identified by WWF, and the transition of its seafood purchasing to sustainable and responsible sources. By 2022, Hilton will source at least 25 percent of its total global seafood volume for owned, managed and leased properties from Marine Stewardship Council (MSC) certified fisheries and Aquaculture Stewardship Council (ASC) certified farms.

WWF-KOREA PARTNERSHIPS



HERALD

Sustainable Business Partner

As WWF-Korea's oldest partner, Herald has adhered to sustainable business practices and strived to improve the public's awareness and understanding of the importance of environmental conservation through the communication of a wide range of information.

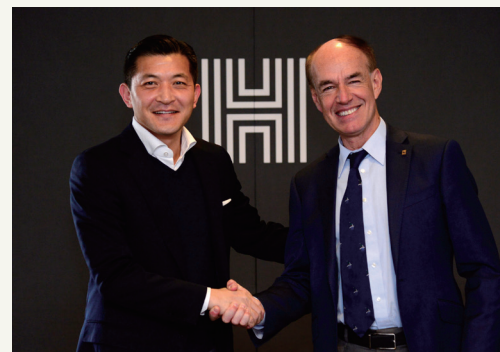
Herald contributes to WWF-Korea through unrestricted donations, thus helping WWF across all major sectors from the designation of marine protected areas and the expansion of the environmental sustainability of the origins of seafood species to the fight against climate change.

Since WWF first advanced into Korea, Herald Corporation has actively delivered news about WWF's activities in responding to climate change and conserving the oceans through its publications including The Herald Business, The Korea Herald, and Real Food. Readers have

- **Name:** Herald Corporation
- **Industry:** journalism, education, and food and beverage
- **Type of partnership:** philanthropy
- **Conservation focus:** not limited
- **Range of contribution:** KRW 50,000,000-KRW 100,000,000

been provided with in-depth information about the environment and guided to take different perspectives through diverse feature stories and interviews. Organica, a natural food company, has also engaged in activities to encourage wise, planet-friendly consumption patterns in collaboration with WWF-Korea by sponsoring its products at events promoting healthy lifestyles that contribute to the protection of nature.

Herald Corporation provided support for the publication Korea Energy Vision 2050 following Living Planet Report 2016 and Korea Ecological Footprint Report 2016. Ryan Jungwook Hong, Chairman of Herald Corporation and Organica, was appointed a member of the Board of Directors of WWF-Korea in September 2017 and has shared in our efforts to operate in a fair, rational manner to ensure the conservation of the planet.



Apps for Earth and Forest Conservation

Apple launched Apps for Earth in association with WWF and 24 app developers in celebration of Earth Day to demonstrate its support for the conservation of our one and only planet and the protection of all lives on Earth.

Apple donated all proceeds from this ten-day campaign to WWF for our major conservation projects and activities to mitigate threats to the planet's biodiversity.

During the Apps for Earth campaign, users were able to contribute to WWF's conservation work by purchasing the apps in the App Store and making in-app purchases created exclusively for the campaign. The participating apps featured new interactive content that spanned WWF's key focus areas of forests, oceans, freshwater, wildlife, climate, and food.

The participating apps included mobile game apps such as Angry Birds 2, Candy Crush Soda, Candy Crush Saga, Hay Day, Hearthstone: Heroes of Warcraft, and Line: Disney Tsum Tsum.

WWF and Apple have also partnered for a project aimed at helping China protect one million acres of its forests and produce paper products

- **Name:** Apple
- **Industry:** computer software
- **Type of partnership:** sustainable business practices
- **Conservation focus:** not limited
- **Range of contribution:** KRW 100,000,000-KRW 500,000,000

from responsibly managed forests. In fact, 99% of all Apple product packaging so far has been made of recycled paper and paper sourced from forests managed in a manner that ensures sustainability. All Apple data centers are currently powered by clean energy such as solar power, wind power, and water power, while 93% of all of Apple's global facilities are powered by renewable energy. This campaign is the second partnership that Apple formed with WWF to protect our Earth.

Apple has continually reaffirmed its focus on environmental conservation via the media, saying, "We remain committed to the development of optimal products for consumers around the world and are fully aware that we impact the environment to a substantial extent in the process. It is our priority to reduce our carbon footprint. We strive to create a better world by adhering to environmentally responsible practices and activities in addition to making products loved by all."



Water Replenishment

One of WWF's most notable corporate partners is the Coca-Cola Company, the world's largest beverage maker. Coca-Cola has strived to conserve freshwater resources in different corners of the world since it first formed a partnership with WWF in 2007. It focuses on building healthy, restorable freshwater ecosystems centering on the world's seven most important water resources of the Mekong, Mesoamerican Reef, Southeastern Rivers of the United States, Danube, Lake Nyasa, Rio Grande, and Yangtze. It has engaged in conservation projects suited for each region, such as designating the respective area as a natural reserve, disseminating sustainable agricultural practices, planting trees, and installing rainwater storage systems, in close cooperation with the local communities. In addition, Coca-Cola invested approximately USD one billion in treating wastewater from production activities through 2015 and increased its water-use efficiency by 10% for 12 consecutive years in an aim to replenish 100% of the water used for the manufacture of all its products.

Coca-Cola originally declared its goal to replenish and return 100% of the water used in its finished beverages by 2020 back to communities

- **Name:** The Coca-Cola Company
- **Industry:** beverage manufacturing
- **Type of partnership:** sustainable business practices
- **Conservation focus:** freshwater
- **Range of contribution:** KRW 100,000,000-KRW 500,000,000

and nature, and the company realized this goal as early as 2015 by replenishing 115% of the water used. The water used by Coca-Cola can be divided into two categories: ingredient water used for beverages and water used for production activities. Since most of the water used for production activities is returned to nature after undergoing a stringent wastewater treatment process, the amount of replenished water is measured based on ingredient water. This is measured through a calculation method developed by each country jointly with local specialists to suit the needs and characteristics of the locally conducted project. The amounts measured and the calculation method are then scientifically verified and confirmed by LimnoTech, a global third-party certification organization.

As an extension of this global partnership, Coca-Cola Korea also concluded a partnership with WWF-Korea for a water replenishment project in 2017. This project is aimed at securing the amount of water equivalent to the water used in finished beverages for water-constrained regions, purifying the used water, and returning it to nature and the local communities. In the first phase, Coca-Cola Korea and WWF-Korea



conducted a water neutrality project for the basin zone of Samjeongho wetland within Odaesan National Park in association with the 2018 Winter Olympics staged in PyeongChang. Coca-Cola's global initiative to replenish the total amount of the water used in all finished beverages around the globe in a manner that best fits each local community was first launched in the form of a water replenishment project in association with one of the largest-scale national events in Korea.

The basin zone of Samjeongho wetland is located within Baekdudaegan Mountains Reserve and Odaesan National Park, and the main priority of the overall project is the expansion of biodiversity through the effective management of the zone's aquatic ecosystems. In the first phase of the project in 2017, the focus was placed on the restoration of the surrounding environment using wild, native plants to increase biodiversity while also expanding the range and improving the quality of wildlife habitats. In order to prevent freshwater shortages and drought in this zone, wooden check dams were installed in some parts of the tributaries of Samjeongho wetland. Also, to ensure the expansion of biodiversity and provide food and shelter for birds and animals, diverse native plants were planted around and along the shores of Samjeongho wetland. It is expected that this project will lay a foundation for the long-term restoration of the wetlands and ecosystems in this zone.

To facilitate the operation of the first phase of the project in 2017, Coca-Cola Korea and WWF-Korea concluded an MOU for a comprehensive water resource management in the Jilmoeneup

Marsh basin zone of Odaesan National Park with Gangwon-do, Korea National Park Service, PyeongChang Organizing Committee for the 2018 Olympic & Paralympic Winter Games, and Samyang Ranch. The MOU signing ceremony was attended by Kim Yuna (former figure skater and 2018 Winter Olympics ambassador) and representatives of Coca-Cola Korea, PyeongChang Organizing Committee for the 2018 Olympic & Paralympic Winter Games, WWF-Korea, Gangwon-do, Korea National Park Service, and Eco Green Campus of Samyang Ranch. The participating organizations set the goals of ensuring the success of the 2018 Winter Olympics in the short term and managing the zone's water resources in a focused manner in the long term.

Although the cooperation network of stakeholders was established smoothly in this process, the installation of the facilities and equipment required for the management of water resources fell short of expectations. However, this project held significance in that it proposed a cooperation model for the co-prosperity of the government, civic groups, and corporations aiming to hold an eco-friendly Winter Olympics through the management of water resources in the basin zone of Samjeongho wetland and Jilmoeneup Marsh located in Odaesan National Park, PyeongChang, Gangwon-do.

CEO Lee Chang-yeop of Coca-Cola Korea said, "We will exert our best effort to turn the 2018 Winter Olympics into an eco-friendly event through this comprehensive water resource management project. We will keep working to manage the zone on a continual basis even after the 2018 Winter Olympics and push ahead with diverse conservation projects suited for Korea in association with WWF-Korea."

This water replenishment project was launched with the 2018 Winter Olympics serving as momentum, but its ultimate goal was to secure clean water resources continually after the sports event came to an end by proposing a new basin management model that brings together the government, civic groups, and corporations. For this reason, Coca-Cola Korea



and WWF-Korea also joined in the national project entitled 'Clean Villages with a Stream' led by the Ministry of Environment and the Nakdong River Basin Environmental Office. This project was introduced to WWF-Korea through Korea Ecology & Environment Institute, with which it worked as a partner in the first phase of the water replenishment project in PyeongChang. The project's goal is to bring together the private sector, government, and local communities to ensure the supply of clean, unpolluted water to villages in the basin of the Nakdong River suffering from water shortage and pollution due to a lack of pertinent laws and to manage the water quality of the Nakdong River in a sustainable manner in the long term. 'Clean Villages with a Stream' is aimed at improving the overall environment of the villages, unlike the previous stream revitalization project that only focused on the restoration of stream water quality and ecosystems, and thus touches upon a range of issues such as the promotion of community spirit and enhancement of living conditions. The MOU signing ceremony for Clean Villages with a Stream was held in September 2017.

In the second phase of the water replenishment project in 2018, Hwapocheon Stream of the Nakdong River was selected as the target area. The stream that runs through the villages of Singi, Sangchon, and Hachon connects to Jinryecheon Stream and Hwapocheon Stream and flows into the Nakdong River. Sirye-ri was selected as the project venue as it encompasses multiple agricultural communities located at the uppermost part of Hwapocheon Stream, which is the starting point of the Nakdong River. Sirye-ri has suffered from water shortage and pollution due to failure to systematically manage water resources, and it was difficult to secure the necessary budget for the expansion of water resources and the restoration of aquatic ecosystems because of the lack of pertinent laws. This project designed to support the securing of water resources and the creation of a wetland by Coca-Cola Korea and WWF-Korea is the first of its kind and thus is of major historic significance.



The project to create clean Sirye-ri villages (Sangchon, Hachon, and Singi) with a stream was designed to resolve the shortage of agricultural water by securing more water for the water-stressed areas in the basin zone of the Nakdong River in Gimhae, to purify water by planting aquatic plants, and to improve the quality of water flowing into the Hwapocheon Stream and Nakdong River. The water resources secured by the construction and expansion of a reservoir in Sangchon are expected to be rated as fourth-grade agricultural water (BOD/TOC) and contribute to the supply of agricultural water for approximately 20 hectares of farmland downstream and water to maintain the stream that often dries up during the low-water season. The wetland to be created downstream is anticipated to contribute to the conservation of the ecosystems of Hwapocheon Wetland designated as a national wetland by treating the wastewater discharged from farmland upstream and flowing into Honbeopcheon Stream and Hwapocheon Stream.

Coca-Cola Korea constructed a reservoir in the upper stream to secure greater water resources for the Sirye-ri villages and improve the water quality. As a result, this reservoir increased twofold. In addition, a small yet important first step in improving the water quality of the Nakdong River was taken by planting irises and aquatic plants and creating an artificial wetland in the lower stream. The construction was completed in spring 2018. The Sangchon reservoir was expanded and doubled to keep more water in storage, and cutoff walls were installed in the existing stream to ensure the effective



inflow of water. The installation of these cutoff walls is expected to control water outflow into the stream during rainfall and increase the effective freshwater retained in the reservoir. Local residents were greatly satisfied with the increase in the amount of water kept in the reservoir, which led to an increase in agricultural water. To improve the water quality, irises were planted in large quantities in the artificial wetland. The impact of this artificial wetland on the water quality is measured on a regular basis, and this is expected to contribute to the sustainability of the basin of Hwapocheon Stream.

Coca-Cola Korea, WWF-Korea, the Nakdong River Basin Environmental Office, Gimhae City, and Korea Ecology & Environment Institute held the MOU signing and launching ceremony for 'Clean Villages with a Stream' on June 21 in Sirye-ri, Jinrye-myeon, Gimhae, Gyeongsangnam-do. At the ceremony, diverse events were staged in celebration of the completion of the reservoir and stream aimed at securing water resources and improving water quality under the slogan "Making Clean Sirye-ri Villages with a Stream". First, village representatives, Director Joanne Park of Coca-Cola Korea, CEO of WWF-Korea Simon Yoon, Director Sin Jin-su of the Nakdong River Basin Environmental Office, Director Kim Pan-dol of the Environment and Hygiene Bureau of Gimhae, and Head of the Korea Ecology & Environment Institute Do Sang-won attended the water gate opening ceremony and signboard unveiling ceremony to celebrate the completion of the first reservoir in Sirye-ri. Next, representatives of civic groups, local



communities, and local governments gathered together in a forest in the lower stream and held the public-private cooperation agreement ceremony, committing to continued partnership and communication. They also scattered effective microorganisms into the stream with the aid of local residents to help the irises planted along the stream grow well and wish for abundant and clean freshwater. A staff member of Coca-Cola Korea said, "We have conducted this project to replenish water for communities and nature in accordance with our corporate philosophy of sustainable management. In order to ensure the sustainability of water resources, we will join hands with the local communities to continually manage the zone and continue to engage in diverse eco-friendly projects suited for Korea in association with WWF-Korea." Although the specific results regarding the amount and quality of water secured will come out in the second half of 2018, Coca-Cola Korea expects to exceed the initial goal and secure a greater amount of water resources in the process. The final results of the project will be released in FY2019. Furthermore, the trilateral private-government-public cooperation connecting the Ministry of Environment, local governments, Coca-Cola Korea, civic groups (WWF-Korea, Korea Ecology & Environment Institute, etc.), and local communities highlights the fact that the project is the fruit of close communication and collaboration among different sectors of our society. As such, this project also serves to add momentum for similar projects and promote the public's awareness on the importance of water replenishment.

Volunteering for Wetland Restoration

WWF has designated the conservation of freshwater as its mission and has engaged in related activities since its establishment in 1961. These activities include the conservation of wetlands around the globe, such as wetlands of the Yangtze River and Mai Po Nature Reserve. Wetlands serve as treasure troves of diverse aquatic ecosystems. They are the habitat of a wide range of species and play an instrumental role in preserving biodiversity. WWF formed a long-term partnership with HSBC on a global basis in 2002 to tackle environmental problems and has exerted a concerted effort to implement policies and practices for the conservation of rivers in collaboration with local governments, corporations, and communities.

Together, WWF launched the HSBC Water Programme in 2012 centering on the world's five major rivers (the Yangtze River in China, the Ganges River in India, the Mekong River that flows from Vietnam into China, the Pantanal and Paraguay Rivers in Brazil, and the Mara in Tanzania) and have conducted water resource protection activities, from scientific on-site investigations to the proposal of practical measures and engagement in public policies,



- **Name:** HSBC
- **Industry:** finance
- **Type of partnership:** sustainable business practices / communications and awareness raising
- **Conservation focus:** freshwater
- **Range of contribution:** KRW 100,000,000- KRW 500,000,000

to help resolve the difficulties faced by those suffering from water shortage. These five regions are home to about one billion people and some of the most critically endangered species of flora and fauna. Taken together, this project encompasses the conservation of rivers measuring 1,500km in length and wetlands of 350,000 hectares. To date, the anti-water-pollution campaign has been staged targeting 1,500 corporations, while education on sustainable fishery has been given to 115,000 local residents.

To increase the number of employees taking part in the project this year, HSBC held a contest for water resource protection volunteer programs across all the countries where it has locations. In Korea, the wetland restoration program was selected and HSBC Korea and WWF-Korea concluded an MOU to push ahead with the wetland restoration volunteer project at HSBC Korea's headquarters on January 16. In accordance with this MOU, WWF-Korea will provide education on the importance of wetlands, opportunities for volunteer work, and workshops. HSBC Korea employees and their families and friends taking part in this project will receive education on sustainability for two years and



engage in volunteer work to protect the wetlands in Taean and along the Han River. President and CEO Jung Eun-young of HSBC Korea said at the MOU signing ceremony, "HSBC Korea believes the environment is a precious asset to be handed down to future generations and has engaged in diverse community outreach programs for environmental conservation. I sincerely hope this project will help improve our citizens' awareness on the universal issue of the protection of water resources and increase the sustainability of our society."

As an extension of the HSBC Water Programme, the wetland restoration volunteer program will be carried out through 2019 in Korea. This program is a long-term project conducted by WWF-Korea and HSBC Korea over the course of two years and comprises activities such as cleaning and removing plants that disturb local ecosystems along the Han River and in Taean. WWF-Korea provides education on ways to protect water resources and ensure their sustainability for participating employees to expand their knowledge base on the importance of water resources and wetlands. This is particularly important as water has become a target resource for conservation due to the rising frequency of flooding and droughts incurred by climate change and the increased release of pollutants.

WWF-Korea staged the first event of this project with HSBC Korea employees on April 20 at Yeouido Saetgang Ecological Park to remove harmful plants, improve the water quality of the Han River, and restore aquatic ecosystems. The goal for 2018, the initial year of the project, is to restore a total of 33,600 square meters of wetlands along the Han River.

CEO of WWF-Korea Simon Yoon said, "The term wetlands may sound unfamiliar and distant, but it refers to riversides, mudflats, and any land that is immersed in water permanently or temporarily. Wetlands absorb CO₂, the main culprit of climate change. As such, an unimaginable amount of CO₂ is left in the atmosphere if wetlands are damaged. Korea's wetlands have continued to disappear

and become polluted due to development. This is why this project with HSBC Korea is all the more significant." WWF-Korea's education on water resources and sustainability and HSBC Korea's education on community outreach are offered to the participating employees prior to each volunteer event to help them realize the importance of conserving water and practicing what is learned on a daily basis.

A total of seven volunteer events are to be carried out throughout 2018 and five volunteer sessions throughout 2019. Three events were completed during the first half of 2018 along the Han River. The first, which took place on April 20, involved the removal of harmful plants in Yeouido Saetgang Ecological Park. The second was carried out on May 26 with HSBC Korea employees and their families and friends divided into groups and given missions of cleaning the riverside of the Han River in Banpo. The third was carried out in Gangseo to remove the harmful Japanese hops under Banghwa Bridge.

The volunteers are scheduled to visit Taean twice in the second half of 2018, in addition to continuing their work along the Han River. Taean in Chungcheongnam-do was the scene of an oil spill in 2007. The volunteers will clean the local mudflats, a type of wetland, and check how the incident of more than a decade ago has impacted this ecosystem.

HSBC Korea and WWF-Korea have also operated a Facebook page to shed light on their conservation work and communicate with the public. In order to elicit the voluntary participation of its employees on a continual basis, HSBC Korea plans to offer a wide range of programs, such as the on-site exploration of outstanding examples overseas.

HSBC Korea continues to proactively engage in conservation activities in collaboration with WWF-Korea, such as the sponsoring of the publication of *Republic of Korea 2050 Energy Strategy for a Sustainable Future*.



Healing Night Yoga and Odae Mountain Forest Restoration

Most of WWF-Korea's partnerships originate from those formed by WWF with corporations on a global level. WWF's partnership with K2 Korea, Korea's native outdoor brand, is all the more significant as it is one of the few formed directly between WWF-Korea and local corporations aimed at expanding the range of local conservation work.

In 2017, WWF-Korea launched the Healing Night Yoga campaign in collaboration with Honorary Ambassador Shin Soo-ji and K2 Korea and staged an event themed after 'healing yoga for me and the planet' at 4:00pm on October 28, 2017, on Peace Park's Lawn Plaza in Mapo-gu, Seoul. To promote this event, a video of former national team gymnast Shin Soo-ji switching off the lights in a series of fluid yoga movements was shared via SNS and succeeded in causing a sensation among the public. At the event, the ceremony for the appointment of Shin as an honorary ambassador

- **Name:** K2 Korea
- **Industry:** outdoor products
- **Type of partnership:** sustainable business practices / communications and awareness raising
- **Conservation focus:** forests / wildlife
- **Range of contribution:** KRW 100,000,000-KRW 500,000,000

took place, followed by a program for participants to learn "yoga movements for me and the planet," which was attended by over 300 WWF supporters and employees of WWF's partners. By taking part in this program, the participants delivered the message that any action to fight climate change, however small, can heal our one and only planet and ourselves.

In April 2018, WWF-Korea and K2 Korea concluded an MOU for the conservation of nature. The MOU signing ceremony was attended by CEO Chung Young-hoon of K2 Korea, CEO of WWF-Korea Simon Yoon, and employees of both organizations. K2 Korea announced its plans to proceed with diverse conservation projects jointly with WWF-Korea based on this MOU, including the project to conserve local endangered species, the project to restore forests on Odae Mountain, and the project to conserve the pristine natural environment of Kamchatka, Russia.

In May 2018, K2 Korea completed the project to restore the ecosystems of Odaesan National Park, the company's first natural conservation project of 2018 conducted jointly with WWF-Korea as an extension of the Protection for All campaign.

This project was carried out in line with the MOU concluded between K2 Korea and WWF-Korea for natural conservation work. It was aimed at conserving natural scenery by planting trees and restoring the river and forest ecosystems of Odaesan National Park. Over a period of one month, sand pear trees were planted for the absorption and reduction of CO2. CEO Chung Young-hoon of K2 said, "This project signals the beginning of our quest to highlight the value of nature as an outdoor brand responsible for environmental conservation. We will fulfill our corporate social responsibility by engaging in diverse conservation activities on a continued basis."

In the second half of 2018, an exploration of the Earth Keeper Expedition is scheduled to take place in Kamchatka, a wilderness area in the Russian Far East, as well as a local conservation tour themed after the Asian black bears of Jirisan Mountain, a local endangered species. We aim to help participants attain a better understanding of the importance of natural conservation through these hands-on experiences and learn more from communication both online and offline.





볼보건설기계

Odae Mountain Forest Restoration

Volvo Construction Equipment Korea held a ceremony to commemorate its participation in the restoration of the ecosystems of Odaesan National Park as an extension of the Volvo Forest Project.

Volvo Construction Equipment Korea concluded an MOU with WWF-Korea last April for the restoration of the ecosystems of Odaesan National Park. The ceremony commemorated the launch of a tree planting project by the company, which planted sand pear trees through the end of May. With its participation in the restoration of the ecosystems of Odaesan National Park as momentum, the company plans to take the lead in joining hands with Korea's government agencies and global NGOs to ensure the sustainability of the natural environment.

CEO Yang Sung-mo of Volvo Group Korea said, "We decided to plant sand pear trees, a fruit tree native to Korea, on Odaesan Mountain as an extension of the Volvo Forest Project and are excited to help restore Odaesan National Park. Volvo Construction Equipment Korea has continuously engaged in environmental conservation activities to build a sustainable environment, such as the One Mountain One River Stewardship campaign. We will continue to



- **Name:** Volvo Construction Equipment Korea
- **Industry:** heavy machinery manufacturing
- **Type of partnership:** sustainable business practices
- **Conservation focus:** forests
- **Range of contribution:** KRW 10,000,000-KRW 50,000,000

set an example as an environmentally responsible company and strive to conserve the environment of the local communities we serve."

Head of WWF-Korea Simon Yoon commented, "This project serves as an opportunity for WWF-Korea, the Korean office of the world's largest organization dedicated to the conservation of nature, to engage in local forest conservation in earnest. We plan to continue to come up with projects that bring together corporations, the government, and NGOs to ensure the sustainability of our ecosystems."

In 2012, Volvo Construction Equipment joined Climate Savers, WWF's climate change initiative, and has actively fulfilled its goal of improving the fuel efficiency of its equipment and reducing CO2 emissions throughout its product development and manufacturing processes. The Changwon production plant of Volvo Construction Equipment Korea also set the goal of reducing its greenhouse gas emissions by 8,575MWh by 2020 in association with WWF-Korea. The Changwon production plant has already achieved more than 80% of this goal as of 2018 and is being acclaimed as an outstanding example within Volvo Construction Equipment.

WWF's Climate Savers is a climate leadership program that engages globally leading corporations in setting transparent and aggressive goals for the reduction of greenhouse gas emissions and realizing a low-carbon economy and provides support for pertinent policies. The corporations participating in the program declare their goals for the reduction of greenhouse gas emissions and implement action plans accordingly.



Rural Community Revitalization and Conservation Tours

The Clean Villages with a Stream project has been carried out under the leadership of the Ministry of Environment since 2012 to highlight the importance of the comprehensive management of water resources on a national level, resolve the issue of serious algal blooms, and supply clean water to rural communities. Previous campaigns only focused on the water quality of streams and rivers and the restoration of aquatic ecosystems, thus revealing problems due to the lack of a critical understanding of environmental conservation and a sustainable management system. NH Life Insurance has strived to come up with and carry out campaigns that overcome such shortcomings, create an ecologically sustainable and pleasant environment for rural communities, and help reinforce the community spirit of local residents. As an extension of these efforts, NH Life Insurance installs solar power generation facilities at community halls and conducts environmental conservation education for residents in rural villages.

Solar power generation facilities were installed in Singi and Hachon in Sirye-ri, Jinryemyeon, Gimhae, Gyeongsangnam-do, the two villages located in the upper Hwapocheon Stream.



- **Name:** NH Life Insurance
- **Industry:** life insurance
- **Type of partnership:** sustainable business practices / communications and awareness raising
- **Conservation focus:** climate and energy
- **Range of contribution:** KRW 10,000,000-KRW 50,000,000

In the first half of 2018, 3kW-capacity solar panels were installed at Singi's community hall. In the second half of the year, 3kW-capacity solar panels will also be installed in Hachon. These solar power generation facilities are expected to offset the costs for the use of underground water shared by all village residents.

NH Life Insurance also plans to conduct five education sessions on the need to expand eco-friendly farming practices in association with Gimhae City in the second half of this year. The sessions will center on organic farming techniques and the step-by-step introduction and spread of the use of effective microorganisms for farming. By offering education for local residents to improve their awareness on environmental conservation, this initiative aims to contribute to the creation of sustainable and eco-friendly rural villages. It also aims to help the Clean Villages with a Stream campaign spread across the nation by reinforcing local communities.

NH Life Insurance has already experienced the successful completion of a joint program with WWF-Korea. From November to December 2017, it sponsored the WWF-Korea led crane habitat conservation tours in Cheorwon. WWF-Korea, in collaboration with Cheorwon-gun, is working to conserve the habitats of cranes to increase the population that flies to Korea to take shelter each year. WWF-Korea was able to contribute to enlightening the public on this matter by arranging a visit to the demilitarized zone and surrounding areas in Cheorwon to observe the cranes in their natural habitat.



Volunteering and Conservation Tours

Citibank Korea donates the funding needed to produce its New Year's calendars and encourages its employees to engage in WWF-Korea's conservation work.

In 2017, an ecological tour of Hanyangdoseong, or Seoul City Wall, was held. WWF-Korea designed and operated this Ecological Tour to help Citibank Korea employees explore nature in the urban center, realize the importance of harmony between nature and humanity, and take concrete action for natural conservation.

Including the first tour on September 23, 2017, which covered the section from Gwanghimun Gate to Hyehwamun Gate, a total of four tours were conducted from Inwangsan Mountain to Bugaksan Mountain to closely observe the mountainous ecosystems in the center of Seoul. Hiking along the fortress that protected Seoul in ancient times, the participants contributed to the purification of the environment and learned how nature and wildlife are intertwined with our history and culture. It provided a precious opportunity to take a break from the hustle and bustle of the city, become steeped in the historic atmosphere of Seoul City



- **Name:** Citibank Korea
- **Industry:** finance
- **Type of partnership:** communications and awareness raising
- **Conservation focus:** not limited
- **Range of contribution:** KRW 10,000,000-KRW 50,000,000

Wall, and obtain a new eco-friendly perspective on our habitat.

On June 9, 2018, Citibank Korea's employees celebrated Citi Global Community Day by visiting Changgyeonggung Palace and conducting volunteer work. Growing in the back garden of Seoul's Changgyeonggung Palace are countless trees and plants of historic value including over 160 rare species. Citibank Korea's employees and their families weeded the garden together and took time to explore the beautiful landscape of this precious cultural legacy. This landscaping volunteer program was aimed at helping the participants explore and appreciate the forest within the palace, learn about its historic value, and develop their awareness on the importance of natural conservation. WWF-Korea also provided brief education and a quiz about environmental issues prior to the start of the program to increase the participants' interest. This volunteer program will continue in the second half of the year.



Sustainable Business Partner

H&M has partnered with WWF since 2011 on a global level to improve its freshwater stewardship across all production and distribution processes. The partnership of H&M and WWF for freshwater conservation goes beyond the purification of water used for production and has involved activities to raise the awareness of H&M's employees, customers, and partner companies about the importance of freshwater and encourage them to take action, campaigns to bring together other corporations, and steps to actively communicate with the government to enact better policies.

The H&M-WWF partnership has continued to evolve to jointly respond to climate change. In 2017, H&M joined WWF's global climate program, announcing its plan to decrease its CO2 emissions by 2020 and to offset more CO2 emissions than the total amount of CO2 generated across its entire value chain by 2040.

On the marketing front, H&M launches a children's collection with motifs inspired by endangered species and seeks to educate kids about how the lives of animals, which coexist with humanity on our one and only planet, are being threatened. H&M's children's collection themed after endangered species was also released in

- **Name:** H&M
- **Industry:** clothing
- **Type of partnership:** communications and awareness raising
- **Conservation focus:** freshwater / climate and energy
- **Range of contribution:** KRW 10,000,000-KRW 50,000,000

Korea and earned rave reviews. A new collection inspired by a new set of endangered species was released in fall 2018.





Sustainable Business Partner

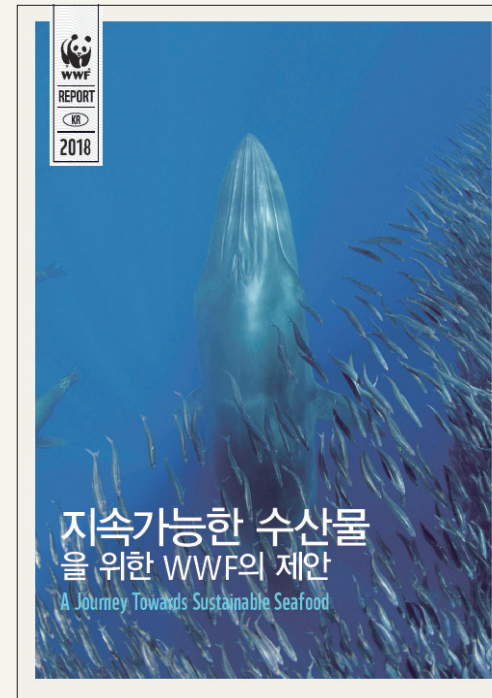
IKEA and WWF have partnered since 2002 to help conserve natural resources and seek business practices that positively impact both nature and humanity. IKEA and WWF have engaged in a variety of programs, such as the conservation of forest and freshwater resources as well as support for the certification of sustainable cotton and wood products. Through this partnership, IKEA replaced all its cotton products on sale with sustainable products in 2015 and plans to do the same for wood by 2020.

IKEA and WWF forest resource conservation program is aimed at preventing illegal deforestation, promoting responsible forest management, and supporting FSC and High Conservation Value Forests. It encourages the use of responsible wood products and natural cotton products around the globe. IKEA has worked closely with WWF over the course of more than a decade to raise the bar for FSC certification

- **Name:** IKEA
- **Industry:** furniture manufacturing
- **Type of partnership:** philanthropy
- **Conservation focus:** climate and energy / oceans
- **Range of contribution:** KRW 10,000,000- KRW 50,000,000

and root out the trade of illegally sourced wood. IKEA also participates in WWF's Global Forest & Trade Network (GFTN) and advocates WWF-led projects to prevent illegal deforestation and achieve advanced forest management. IKEA, as a longstanding partner of WWF, has helped improve forest management in Europe and Asia and contributed to increasing FSC-certified forest areas by around 35 million hectares in the countries where the company works with WWF. IKEA plans to raise this figure by another 10 million hectares by 2020.

IKEA and WWF have sought diverse ways to effectively deal with the challenges and mitigate the impact of climate change, and the joint climate change project aims to contribute to the reduction of CO2 emissions in an innovative manner. It touches upon many aspects of IKEA's operation, such as transportation, the energy consumption of suppliers, customer behavior, food, and material



flow (including recycling).

As an extension of this project in Korea, IKEA provided financial support for the publication of Republic of Korea 2050 Energy Strategy for a Sustainable Future. This report specifies the strategy to dramatically expand the generation of renewable energy in Korea and replace all energy sources with renewable energy by 2050. IKEA also worked closely with WWF-Korea to promote sustainable seafood in Korea. In May, with the support of IKEA, WWF-Korea published WWF-Korea's Proposal for Sustainable Seafood to highlight the importance of responsibly sourced seafood and marine conservation and initiated activities to promote sustainable seafood to conserve the oceans in earnest.

WWF-Korea also took part in IKEA's workshop and provided education on natural conservation for IKEA employees. These employees participated in this workshop voluntarily to seek ways to build a sustainable future through their everyday activities and lifestyles.



During the workshop, WWF-Korea introduced its conservation work and the climate-energy and marine issues faced by humanity. WWF-Korea also strived to reach out to employees with the message that, although we all recognize the harmful existence of fine dust, we are still remaining too passive about taking specific action, such as participating in the alternate no-driving day program and voicing support for government policies to replace thermal power with renewable energy. The main theme was that, unless we take this issue more seriously and take action now, we may cross the point of no return and irreparably damage our environment.

WWF-Korea and IKEA will continue to expand education on natural conservation for IKEA employees through diverse channels, including workshops, and carry out initiatives to enable consumers to better their understanding of and advance a sustainable future.



EVERLAND
RESORT

Sustainable Business Partner

Everland Resort engages in a variety of activities for the conservation of endangered species and their habitats in collaboration with a range of organizations including WWF-Korea to protect endangered species and to advance as an ecological zoo that ensures animal welfare.

Everland Resort and WWF-Korea have focused on training and improving the awareness of the company's employees on the conservation of endangered species and their habitats and have visited the local habitats of species on the verge of extinction such as Taean and Cheorwon.

In July 2017, Everland Resort and WWF-Korea visited Taeanhaean National Park and conducted cleaning activities and conservation training. Taeanhaean National Park was the 13th among Korea's current 21 national parks to receive designation. It boasts picturesque views with grandiose stretches of mudflats and coastal sand dunes created eons ago. A variety of animals and

- **Name:** Samsung C&T Everland Resort
- **Industry:** operation of amusement parks and theme parks
- **Type of partnership:** communications and awareness raising
- **Conservation focus:** wildlife
- **Range of contribution:** KRW 10,000,000-KRW 50,000,000

plants unique to the coastal regions, including the endangered species of maehwamareum (Korean water crowfoot) and Mongolian racerunners, inhabit this important natural environment. A multitude of black pine trees were planted behind the coastal sand dunes to form a forest to block wind and sand. This forest, in combination with the seashores, creates a unique natural environment with rare ecosystems. On-site education on the protection of the ecosystems was carried out in the national park as well as trekking to observe the park's ecosystems. Furthermore, the cleaning campaign to clean up trash and conserve the habitats of diverse species provided the participants with an opportunity to put their determination to protect nature into action.

In June 2017, Everland Resort employees were given the chance to learn about spoonbills in Korea on the verge of extinction. There are only about 3,000 living spoonbills around the globe,



and they are designated as a natural monument in Korea. The participants observed spoonbills in Ganghwado Island using special equipment and guided by a professional birdwatcher and visited the mudflats that are home to a diversity of species. In December of the same year, a tour for exploring ways to conserve crane habitats visited the demilitarized zone near the Civilian Control Line in Cheorwon. The demilitarized zone and surrounding areas of Cheorwon are the world's largest natural wintering site for cranes, which are on the endangered species list. However, the ecosystem continues to shrink due to encroaching development. In an effort to raise awareness on the importance of wildlife conservation, WWF-Korea operates this crane wintering site watching program for citizens interested in observing and conserving the natural environment, and Everland Resort employees taking part in the program were able to experience and gain a better understanding of wildlife. On April 24, 2018, Everland Resort and WWF-Korea jointly organized a program to visit and explore the National Institute of Ecology (NIE), a small Earth itself, aimed at highlighting the importance of our ecosystems and biodiversity conservation. NIE, which opened its doors in 2014 in Seocheon, Chungcheongnam-do, is a place for ecological research, exhibitions, and education, showcasing diverse species of fauna and flora

in five different halls that represent the tropical biome, desert biome, Mediterranean biome, temperate biome, and polar biome, in addition to the Korean Peninsula. NIE's outdoor space is also divided into five zones, which display animals and plants for the five different ecosystems.

This program consisted of education given jointly by WWF-Korea and NIE, the exploration of the five biomes of Ecorium at NIE, and the viewing of a 4D video about wildlife and natural habitats. Natural ecosystems can be maintained only when biodiversity is ensured. This program was a valuable opportunity for the participating employees and their families, especially children, to learn about the importance of biodiversity and the ecosystems that we live in.



- **Name:** NEWKIT
- **Industry:** designing and manufacturing of casual wear
- **Type of partnership:** communications and awareness raising
- **Conservation focus:** wildlife

Conservation of Endangered Species

NEWKIT is a casual streetwear brand that strives to bring public attention to the conservation of endangered species by showcasing designs that embody the seriousness of the endangerment of diverse species of fauna and flora. In June 2015, it concluded an MOU with WWF-Korea and launched the Red List Project aimed at

highlighting the crisis facing endangered species. It has also contributed part of its profits to WWF-Korea. In addition to donations, NEW:KIT produces glow-in-the-dark stickers themed after endangered species and distributes them to Earth Hour participants to better the understanding of consumers about endangered species.



- **Name:** Boogie Bear
- **Industry:** designing and manufacturing of children's shoes
- **Type of partnership:** communications and awareness raising
- **Conservation focus:** wildlife

Conservation of Endangered Species

Boogie Bear is a designer and manufacturer of children's shoes themed after endangered species and continues to highlight the importance of the conservation of endangered species through its products in association with WWF-Korea. Boogie Bear has sponsored WWF-Korea since 2016 and showcased products featuring endangered species of Korea and abroad last season, including cranes, lesser pandas, and snow leopards. It also

delivers information on WWF-Korea's activities and messages for the conservation of endangered species via SNS events and in-store signs and encourages customers to join in WWF-Korea's work. It plans to continue contributing to the conservation of endangered species by staging related campaigns, while showcasing products themed after more endangered species.



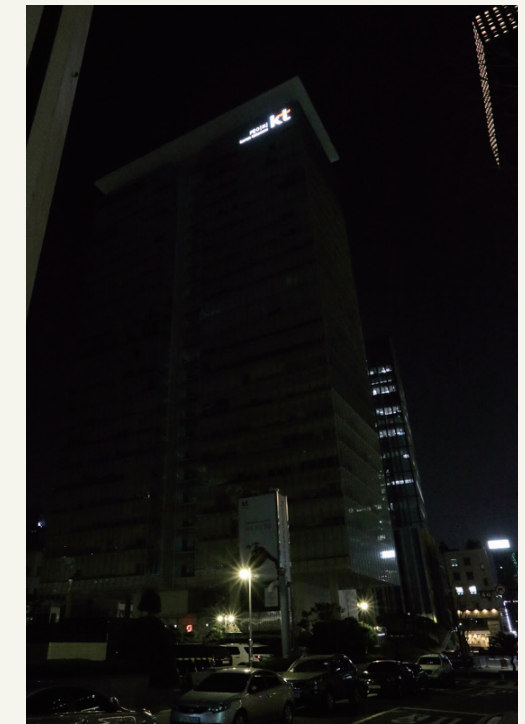
- **Name:** KT
- **Industry:** telecommunications services
- **Type of partnership:** communications and awareness raising
- **Conservation focus:** climate and energy
- **Range of contribution:** KRW 10,000,000-KRW 50,000,000

Sponsorship for Earth Hour

Earth Hour is the world's largest event to respond to climate change participated in by over 6,600 cities in over 180 countries. It first began in Australia in 2007. Many government organizations and schools have voluntarily participated in this campaign after it became known in Korea. Symbolic landmarks around the world also participate in Earth Hour, such as the Eiffel Tower in Paris, Empire State Building in New York City, and Sungnyemun and Heunginjimun in Seoul. KT is one of the Korean companies actively taking part in this campaign. KT officially sponsored Earth Hour in association

with the Union Corporate Committee (UCC) consisting of the labor and management of 20 corporations.

KT turned off the façade lights of its 434 office buildings across the nation including the KT Gwanghwamun Building and encouraged its 100,000 employees to switch their lights off at home. KT and UCC also provide support to further spread the Earth Hour campaign and seek to engage in a variety of environmental conservation activities to fulfill their corporate social responsibility based on close cooperation between the labor and management.



Corporations Participating in Earth Hour

Earth Hour, a worldwide movement to encourage corporations and individuals to turn off non-essential electric lights for an hour each year, is one of WWF's most well-known campaigns that has been participated in by Korean corporations and civic groups since before the official foundation of WWF-Korea. Earth Hour is a public display of the determination to join in the activities to respond to climate change. A multitude of companies has participated in the campaign, including Samsung Electronics, Samsung Fire & Marine Insurance, Yuhan-Kimberly, HSBC, Dr. Bronner's, Starbucks Coffee, Tom N Toms Coffee, Grand Hilton Seoul, Oakwood Premier, COEX, and Megabox.

In particular, Grand Hilton Seoul designated one whole week as Earth Hour Week and encouraged its employees to commute in eco-friendly ways such as by bicycle throughout the duration of this campaign in addition to the switching off their electric lights. Tom N Toms Coffee turned off all store lights except for those illuminating the outdoor signs and those required for the safety of customers and gave away presents to customers who promised to participate in Earth Hour. As for Samsung Electronics, its overseas production branches as well as its headquarters in Suwon turned off their lights during Earth Hour and provided solar-powered LED lanterns to regions suffering from power shortages using the funds presumed to have been saved by Earth Hour and donations made by its employees.



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
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Panama
Paraguay
Pakistan
Papua New Guinea
Peru
Philippines
Poland
South Africa
South Korea
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Turkey
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UAE
Uganda
UK
Ukraine
USA
Vietnam
Zambia
Zimbabwe

Allied Organizations of WWF
Fundación Vida Silvestre (Argentina)
Pasaules Dabas Fonds (Latvia)
Nigerian Conservation Foundation (Nigeria)

A wide-angle photograph of a modern city street at sunset. The scene is dominated by tall, modern buildings with glass facades that reflect the golden light of the setting sun. In the foreground, a wide, paved pedestrian walkway runs alongside a small, flowing stream. The walkway is bordered by low stone walls and lush green trees. People are seen walking and sitting on the edges of the stream, enjoying the evening. The sky is filled with dramatic, golden clouds, and the overall atmosphere is one of urban vibrancy and natural beauty.

Together Possible

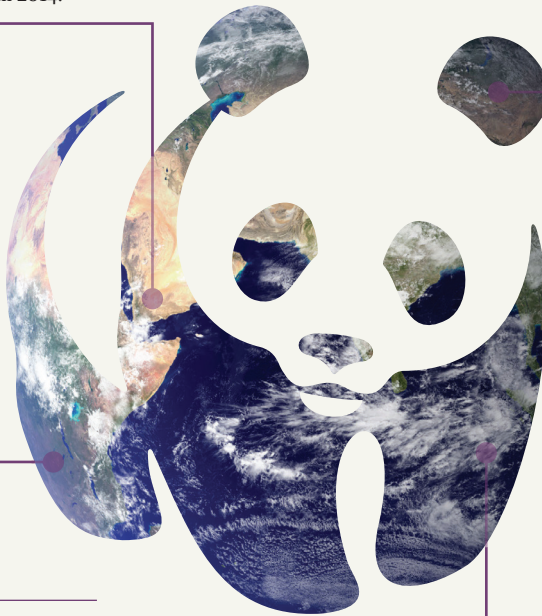
WWF BY THE NUMBERS

1961/2014

WWF was founded in 1961, with WWF-Korea being established in 2014.

+5,000,000

More than five million supporters are sponsoring WWF.



+100

WWF is present in over 100 countries on six continents.

6

WWF focuses on the six sectors of oceans, climate and energy, freshwater, forests, 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