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# Natural Partners

WWF-Philippines' Corporate Partner Newsletter

Issue 1 Vol 1, August 2006

## Sustainable Partners

If you owned a corporation, how would you secure its future?

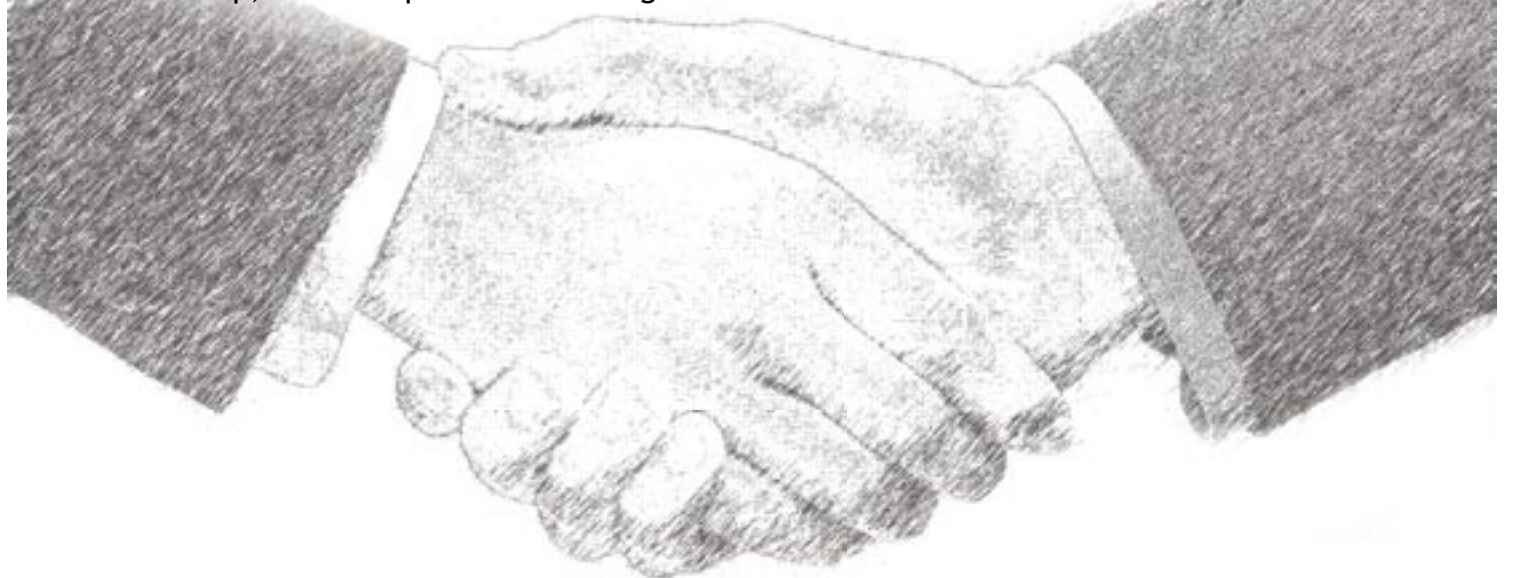
Simple. By analyzing risk exposure and determining the best way to address it.

Now in its 10th year in the Philippines, WWF establishes its new thrust towards corporate engagement beyond philanthropy by providing a multi-level and trans-disciplinary approach to increase profitability for businesses across all sectors. For many, risk management only entails financial viability rather than adopting a holistic balance among economic, social and environmental factors.

A number of corporations however have realized that there is an urgent need to correct outdated models of measuring profitability to be able to ensure the continued success of their businesses. With WWF's help, these corporations are begin-

ning to transform sustainability from a vague concept to an important component of a sound business plan. They now look at risk management from a holistic standpoint to increase profitability without externalizing costs unto society and the environment. Our opening issue introduces our corporate partners and their respective contributions for sustainable development. Ensuing issues will give us a glimpse of the stirring accomplishments and stories behind our various corporate partnerships.

As in nature, all things are interconnected via a grand web of life. We must realize that our actions impact on everything, down to the lowest level. Thus, the penultimate aim of our campaign is to make all groups realize that in the long run, sustainability is not only more practical - it is in fact, our only recourse. Together with WWF, let these corporate pioneers forge ties that will enable them to become key players in reversing environmental degradation – truly a Natural Business Partnership.





## Building Sustainably

*Lafarge engages WWF-Philippines for local initiatives on sustainable development.*

Lafarge, the world leader in construction materials, and WWF, the world's largest independent conservation organization, has a worldwide partnership agreement under WWF's "Conservation Partner" Programme. Lafarge Philippines has recently signed a two-year agreement with WWF-Philippines for local initiatives on sustain-

able development, focusing on how their business affects climate change. Lafarge and WWF will work together in migrating Lafarge cement plants to biomass for alternative and renewable sources of energy. Lafarge handles all technical aspects of migration. WWF looks out for the social and environmental impacts of the migration process to ensure Lafarge is eligible for gold standard carbon credits.



## The Next Steps Toward Sustainability

*WWF-Philippines partners up with AESOD to be able to further aid corporations towards the path to Sustainability.*

WWF-Philippines with the British Embassy, Manila Water and HSBC as sponsors, held a workshop last May 17, 2006 entitled Sustainability: Process Product and Profitability. The workshop was conducted by the UK group called Terra Consult to help businesses understand that sustainability goes beyond being "environment friendly".

To supplement and expand the sustainability workshop conducted, WWF has partnered with AESOD, a corporate training company, to formulate sustainability training modules that can be

customized for the corporations, targeting specific business units and focusing on key result areas. The output of these further training will be action plans and objectives for the business units.

One of the training modules being formulated is a half-day workshop for top management because many of the participants expressed the need for support from top management in adapting the triple bottom line strategically.

WWF-Philippines and AESOD will be scheduling presentations with the corporations that attended the Sustainability: Process Product and Profitability workshop to provide an overview of the modules and get some commitments on more in-depth training.



## An Eye on Sustainable Business Practices

*WWF-Philippines embarks on baseline research on the current business practices of corporations in the country.*

Earlier this year, WWF-Philippines began a baseline study to look into corporate programs and strategies to identify potential “best practices” that are aligned with sustainable development. Sixteen (16) corporations representing 6 business sectors (Petroleum, Power, Land Development, Food and Mining) were identified for inclusion in the study. Primary and Secondary data were gathered through corporate publications and web postings, news articles, and interviews with key personnel of the concerned corporations.

One of the key findings of this project so far is that many of the brand leaders in most sectors have sustainable practices in place, mostly in the areas of pollution prevention, resource optimization, and waste minimization primarily driven by cost considerations. However, the study

shows so far that there is very low recognition of climate change as a potential threat to the business operation. As a result, specific programs and strategies towards measuring and reducing carbon/ecological footprints are not highlights of environmental management systems.

While energy conservation and waste minimization are in place in most corporations, there is low awareness on their contribution to climate change abatement. Other potential strategies such as green procurement and renewable energy are not priorities for most.

WWF plans to put together and endorse the commendable business strategies adopted by the corporations included in this study. WWF will also try to work with these corporations to achieve awareness of the long-term impacts of their business as whole, taking the risks of the impact of climate change into consideration.



## HSBC Goes to Bohol

*This month, HSBC employees experiences Bohol the WWF way.*

WWF-Philippines has arranged a special trip for HSBC employees to enjoy Bohol from August 11 to 13. The first leg of their itinerary is a Cambuhat River & Village Tour. This will be an environment-friendly Village Tour enterprise showcasing rustic village life and local management of river, estuarine and mangrove areas.

Here, the HSBC employees can enjoy paddle-boat rides, oyster-farming demonstrations and local handicrafts-making.

For the duration of their stay in Bohol, the group will be housed at the Bohol Bee Farm that offers an alternative lifestyle and an experience of interesting smorgasbord of organic delights.

At the last leg of their visit, the group will be taken on a countryside tour then for lunch and serenade on a Loboc River Cruise before they head for shopping at the Aproniana gift shop and then back to Manila.

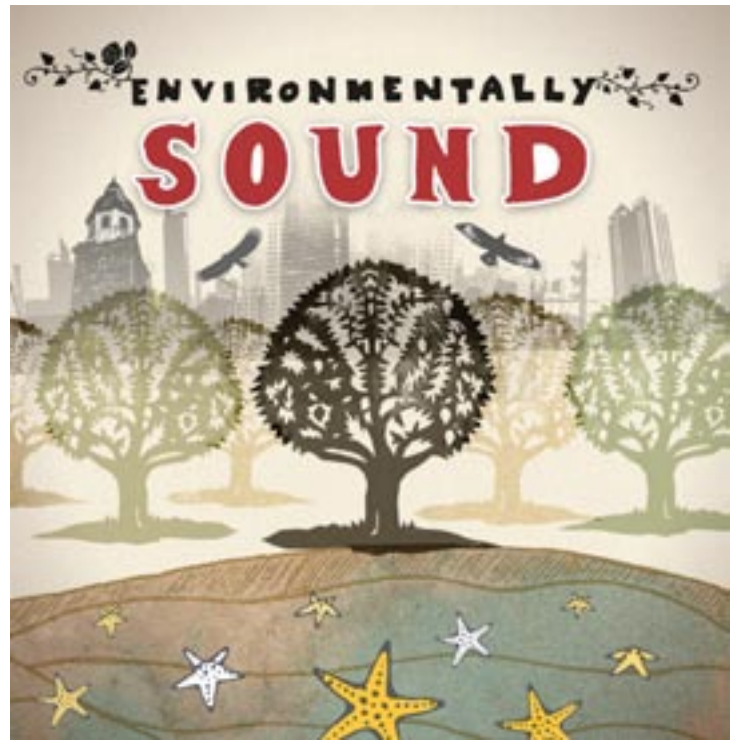
## The Harmonics of being Environmentally Sound

*Volunteers from Ayala Land have produced a benefit album for WWF-Philippines.*

**R**amel Mella, Johnny Alergre, Gian Asuncion, Clarisse Barrera and Jemps Gallegos have gathered a stellar list of concerned artists to produce Environmentally Sound: a select anthology of songs inspired by the earth. This is the project of Ayala Land volunteers to help WWF-Philippines in their membership acquisition campaign.

The album boasts of fourteen previously unreleased tracks from Up Dharma Down, Sound, Cynthia Alexander, Affinity, Bayang Barrios, Kala, Joey Ayala, Mon David, Drip, Dirty Kitchen, Radioactive Sago Project, Outerhope, Pinikpikan and Juan Pablo Dream.

The album is available at Tower Records and Music One for Php 300. The album may also be purchased during the WWF-Philippines Ayala Center mall tour where individuals can also sign up for membership.



Proceeds from the sale of this album will fund WWF's conservation projects in the Philippines.



## Pages for Nature

*Powerbooks continues to support WWF-Philippines through their Pages for Nature campaign.*

**P**owerbooks recognizes that their business deals with pulp and paper and to begin their path towards sustainability, they have embarked on a Pages for Nature Campaign. Through this, patrons of Powerbooks are encouraged to buy the Pages

for Nature canvas bag for Php299, and from this, Php150 goes to WWF-Philippines. To encourage the use of this canvas bag for their purchases, customers get a 5% discount, and give Php5 to WWF everytime they use the canvas bag in lieu of the usual paper or plastic bags at the counter.



## A Sustainable Panda Booth

*Tetra Pak donates recycled tetrapak panels for the construction of the WWF-Philippines' Panda Booth.*

About to make its debut among Ayala Center Malls is the WWF-Philippines Panda Booth constructed from sturdy panels made out of recycled tetrapak. Individuals can sign up for WWF membership and buy WWF merchandise at the booth.

*At right is an artist's rendition of the proposed booth.*



## What is Your Carbon Footprint?

*Members of VoluntarALI, the Volunteer Program of Ayala Land measured their carbon footprint in a Carbon Footprinting workshop conducted by WWF-Philippines.*

Everyone has a carbon footprint measured by the amount of carbon emissions one is responsible for based on one's lifestyle. Over a hundred VoluntarALI volunteers attended WWF-Philippines' one-day workshop on Carbon Footprinting and learned their own personal impact on Climate Change.

At the end of the workshop, participants applied their learnings from their personal impact to the impact of their business to the environment and climate change.





## WWF-Philippines thanks the following for their support:



### Enderun Colleges Inc.

Enderun is a college that offers a full range of bachelor's degree and non-degree courses in the fields of hotel and restaurant management and culinary arts. Enderun continued its support to WWF-Philippines last May 16, 2006 by providing the venue and sumptuous meals for the Sustainability Workshop conducted by Terra Consult for WWF-Philippines staff.



### Bacchus International

Bacchus International is an exclusive importer and distributor of select wines from the Chateaus and Vineyards of Spain, Portugal, and Chile. Bacchus International continued its support for WWF-Philippines during the cocktails held after the Sustainability: Process Product and Profitability workshop.

[Natural Partners](#) is the Corporate Partners newsletter of WWF-Philippines.

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