



WWF-Malaysia Corporate Club

Invest in a
Sustainable Future

The world's natural resources are under severe threat – with disastrous consequences.

Plant and animal species are becoming extinct faster than at any time in our history.

The well-being of people and nature is intimately linked. People can't thrive without a flourishing natural environment. Nature can't thrive without careful stewardship by people. We share the same planet, share the same limited natural resources and ultimately share the same future.

Good for Business, Good for the Environment.

WWF recognizes the need for businesses to be sustainable and fulfil their role as responsible corporate citizens, especially with the current environmental issues affecting our planet and society's increasing demand for corporations to be greener. Moreover, sustainable business practices can translate into cost-savings for businesses in the long-run while association with a cause often boosts staff morale.

However, we also understand that businesses face challenges that may deter them from taking the path to a sustainable future:

- Lack of awareness on current and specific environmental issues
- Insufficient understanding on how businesses can be sustainable
- The usually extensive investments required to change business practices
- Too much time/resources needed to undertake own research on the issue
- Unaware of the available avenues for helping the environment

But we say there is an easy way to start. Every great vision can only be realized by taking the first step; Let us help you make the transition.

We invite you to join the WWF-Malaysia Corporate Club and reap the benefits from participating in this platform to learn and grow towards sustainability with an annual contribution of only RM25,000.

How can the Corporate Club benefit your learning process as well as your corporate image and brand?

Learn about conservation from eco-experts:

- Receive WWF-Malaysia's monthly e-newsletter,
- Benefit from one FREE talk by a WWF expert to engage your staff, and
- Receive copies of WWF's quarterly Green Heart magazine.

Be part of the solution and receive the following:

- Invitation to WWF CSR conference,
- Exclusive Invitation to WWF events, and
- Invitation to "KoPi Talk", a platform to network with like minded corporate citizens.

Strengthen your corporate image through the following benefits:

- Use of WWF-Malaysia Corporate Club logo
- Acknowledgement on WWF-Malaysia website
- Member logos to be acknowledged on WWF-Malaysia's website
- Mention in WWF-Malaysia's Annual Review
- Mention of joint events with WWF-Malaysia in Green Heart magazine
- Certificate of Membership





We believe that collaborating with the corporate sector can bring the necessary resources and brainpower to conserve the environment, with the added benefit of building corporate awareness, understanding and action for sustainable development. At the same time, corporations will boost their brand image and employee morale while on the path to sustainable business practices, making what is good for the environment also good for business.

The Corporate Club not only gives the right platform for this to be achieved and also offers businesses greater networking opportunities with various industry players.

Partnering WWF through the Corporate Club, shows that your business is:

- Taking a stand to help the planet,
- Instrumental in being part of the solution,
- Contributing towards conservation efforts,
- Taking the initiative to educate your employees on conservation efforts in Malaysia,
- Keen on CSR and
- Striving to learn to be sustainable.

What our Corporate partners have to say?

“HSBC Bank Malaysia has a long-standing relationship with WWF-Malaysia. Their efforts and initiatives are very much in line with the bank’s long-term commitment and focus towards environmental conservation and climate change issues under our corporate sustainability strategies. In fact, our partnership with WWF is not only in Malaysia but they are also a global partner in the HSBC Climate Partnership Programme – a five year programme that aims to combat the urgent threat of climate change by inspiring individuals, business and governments worldwide.”

Elizabeth Wee
Head Group Communications (Malaysia)
& Corporate Sustainability
HSBC Bank Malaysia

“BOH is glad to have found a suitable NGO partner like WWF with similar objectives, synergistic to our own. We are honoured to be associated with them as they possess the expertise in environmental conservation and have the capabilities to execute projects at the ground level. Our partnership with WWF has enabled BOH to reach out to the socially and environmentally conscious consumers and in that vein, build a long-term affinity for the brand.”

Chen Chaw Chang
Head of Marketing
BOH Plantations Sdn Bhd

About WWF-Malaysia

WWF-Malaysia, the national conservation trust, is a part of the WWF global network.

Since 1972, WWF-Malaysia has worked on important conservation projects, from saving endangered species such as tigers and turtles, to protecting our highland forests, rivers and seas. We also undertake environmental education and advocacy work to achieve conservation goals. By conserving our natural resources, WWF-Malaysia is helping to protect our livelihoods, food and water supply, thus securing our good quality of life and our children's bright future.

Your support enables us to continue our conservation and education programmes as well as helping us spread our conservation messages to the community.

Contact our Corporate Relations Team to become a member:

corporaterelations@wwf.org.my

www.wwf.org.my

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