

Guiding Principles – Corporate Engagement

For over 50 years, the Canadian Wildlife Federation (CWF) has understood and appreciated the role of the private sector in advancing our conservation mission. Corporations across Canada can, and do, have significant impacts on the environment and on the ecological services provided by nature. For this reason, we are applying the best available research, conservation actions, extensive reach, and on-the-ground experience to help corporations make better decisions, understand the value of nature, and help conserve it through meaningful collaboration.

Corporations understand that investment in the environment and conservation can help grow business assets, create opportunities, advance corporate values and mitigate risk. Not working with corporations as they explore ways to become more environmentally sustainable is to miss out on an opportunity to create tangible conservation outcomes, and impact, across Canada.

Aligning Core Values – The Philosophical Underpinnings of Good Business

The CWF is working across Canada, with all sectors of society and business, to help advance our mission. We develop and execute strategies to identify which partnerships best align with our vision, mission, mandate and values. These potential relationship opportunities are then evaluated to ensure they meet our Guiding Principles of Corporate Engagement. There must be clear conservation outcomes and benefits with long-lasting and measureable impact or increased public awareness.

The CWF will turn down opportunities for sponsorship and philanthropic giving from corporations or corporate foundations that do not meet these criteria

Guiding Principles

All Corporate Engagements must, at a minimum, meet the CWF Principles of Corporate Engagement. If a question arises that a Corporate Engagement does not align with these principles, it must be referred to the Corporate Engagement Committee (CEC) for review and decision, and in some cases, will not be pursued.



- Conservation First: The proposed engagement must clearly advance a CWF strategic priority and have a defined conservation benefit. This may include places or species with significant conservation value, a strategy that increases public education and awareness of conservation, or anticipates influencing changes in government policy, corporate business practices, or increases new funding for conservation that will result in an increased conservation impact with measureable results in less than 5 years.

- Open, Transparent, and Independent Role of CWF: CWF must always be transparent with the public about its role in the development and use of work products (including Intellectual Property) produced as a result of a Corporate Engagement. At CWF's discretion, governments, peer organizations, academia and other interested parties may be consulted regarding conservation work as a part of routine business operations. The engagement must always be done on the following terms and conditions:
 1. CWF and the corporation agree that the work product is not proprietary unless mutually agreed;
 2. CWF will seek input on its strategy, science, issue, analysis and program plans as appropriate, from a variety of regulatory agencies and other key stakeholders;
 3. CWF science work is often part of the regulatory process and as a result, will be incorporated into the appropriate public record for review by stakeholders and the general public;
 4. CWF retains the right to comment on the corporation's activities or other matters that affect CWF's strategic priorities;
 5. CWF will report to the public the corporations with whom it engages, outlining the purpose and nature of the engagement.

- Alignment with Mission and Values: The engagement must be consistent with CWF's Mission and Values, and should respect the sensitivities of CWF's members, donors, conservation partners and communities with which it works. Examples of potential compromise include a conflict of interest, undue benefit or an implication that the engagement will influence CWF's strategic priorities, policy or science.



- **No Endorsement:** CWF's relationship with a corporation is not, in any way, a real or implied endorsement of that corporation, its industry, or sector. All public communications regarding Corporate Engagement endorsements will be subject to prior agreement between CWF and the corporation.
- **No Conflict of Interest:** No personal benefit is derived, or intended to be derived, from any decisions or actions arising from the Corporate Engagement.
- **Intellectual Property:** No third party entity, business, or subsidiary may use CWF's intellectual property, including its trademarks, without express written consent.
- **No Undue Benefit:** The engagement must not result in a private benefit (either financial or via publicity) to the corporation that exceeds the benefit received by CWF regarding its Mission and Values. The level of promotion will be commensurate with the type of engagement.
- **Benefit Must Outweigh Risk:** The engagement's conservation benefit must outweigh the risk or potential damage to any and all business units throughout CWF.
- **Demonstrable Commitment to Conservation and Environmental Sustainability:** The corporation must demonstrate a commitment to advancing conservation and environmental sustainability objectives of significant, measureable, and lasting effect at a local, regional, provincial, or national scale. CWF will only engage with the corporation upon completion of independent due diligence on its level of commitment and performance to these objectives.
- **No Material Risk to CWF:** The corporations' reputation, policies and practices must not present a material risk to CWF's reputation or ability to achieve any of its conservation objectives that is greater than the achievable conservation benefit outlined in the engagement. These risks include, but are not limited to, environmental risks, prosecution of the corporation for illegal activities, human rights violations or a highly publicized controversy related to the corporation.



- Right to Terminate: CWF will undertake on-going effectiveness monitoring to evaluate the conservation impact of its work with corporations. CWF may discontinue Corporate Engagements if, in their opinion, the impacts achieved are not satisfactory. CWF retains its unilateral right to terminate a Corporate Engagement for reasons relating to actual or potential reputational harm, legal compliance, breach of an agreement or misappropriation of CWF's intellectual property.
- Acceptance of Funds: As part of any Corporate Engagement, CWF may accept funds from a corporation to support the development of a particular strategic priority and/or project when (1) it does not compromise, or appear to compromise, CWF's independence, objectivity and science, and (2) it does not conflict with an existing engagement with the corporation.

