

Case Study for CEEweb Award
Stakeholder cooperation in nature conservation

River wildlife protection

WWF Poland

Country: Poland
Organisation: WWF Poland
Type: NGO

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| 1. | <p>Brief Description of the case UPM Raflatac supports WWF Poland's valuable work on the Rivers for Life project that aims at protecting the river wildlife and improving safety of the people living in the valley.</p> |
| 2. | <p>Detailed Description:</p> <p>Type of case: philanthropic (donation) / <u>project based</u> / strategic Location: Poland Type of area: River wildlife protection Duration: since 2012 Involved organizations (both business and green NGOs): WWF Poland, UPM Raflatac</p> <p>Activities carried out in the framework of the cooperation including concrete tools used: Knowledge exchange is an important element of the project. An information brochure is also made on good practices for the restoration of rivers, streams continuity and the proper maintenance of rivers with wild salmon populations.</p> <p>Results: A trip to Finland will be organized for decision makers and people responsible for river management. The cooperation resulted in updating, distribution and promotion of the Atlas of the Odra River Floodplain. WWF Poland has also prepared expert opinions and consultations on the plans and technical designs for fish ladders on the barrage at Brzeg Dolny undergoing modernization and the barrage at Malczyce undergoing construction. Environmental awareness events were also held for staff and customers at UPM Raflatac's sites in Poland.</p> <p>Plans for continuation/extension/improvement: There are plans to continue to raise environmental awareness.</p> |
| 3. | <p>Benefits and motivation of partners (businesses, green NGOs): There are benefits in this project also for people and nature. The unique and sensitive environment of rivers is exposed to damaging partitioning, destruction of riparian habitat and floodplain buildings. Restoration of the natural character of the river is very important.</p> |



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| 4. | <p>Social, environmental and economic impacts of the activities including stakeholders of the company/NGO (be as specific as possible)</p> <p>Cooperation with a leading environmental organization is beneficial for a company. The cooperation involves also raising environmental awareness amongst the staff of UPM Raflatac and its customers through events, training, marketing and communications.</p> |
| 4. | <p>General information on legal background and other incentives /obstacles in the country <i>E.g. What kind legal requirement exist? ISO/EMAS?, CSR activities based on Global Reporting Initiative,</i></p> <p><i>How widely does this type of partnership spread?</i></p> <p>Rivers for life project is an international project and the exchange of information is important in this case.</p> <p><i>What is the attitude of the public towards this type of partnership?</i></p> |
| 5. | <p>Annexes (pictures, maps, websites, etc.)</p> <p>http://www.wan-ifra.org/articles/2012/04/02/wwf-and-upm-raflatac-cooperate-to-rescue-the-oder-river-in-poland</p> <p>http://www.upmraflatac.com/emea/en/news/details/wwf-poland-and-upm-raflatac-cooperate-for-rivers-in-poland</p> <p>http://www.upm.com/EN/MEDIA/upm-blog/Pages/sustainability-journey-in-poland.aspx</p> |