

Engaging employees for a sustainable environment

Earthwatch engagement and learning programmes are a unique way of inspiring employees and developing environmental leaders who can take action on sustainability in your organisation.

Our programmes offer volunteering and training opportunities on outdoor environmental research projects, often in remote and stunning locations. As field research assistants on location for periods of between a few days and two weeks, participants become immersed in relevant environmental issues. Our more advanced programmes incorporate bespoke facilitated learning sessions alongside fieldwork, designed to increase understanding of environmental and sustainability issues within the context of your organisation, to help drive meaningful change.

"Tell me and I forget, teach me and I remember, involve me and I learn." **Benjamin Franklin**

Programme types

Local volunteering programme: 1-2 day volunteering opportunities to engage your employees in conservation action as part of a team.

Standard programme: 1-2 week programme of fieldwork at a research project, to enable participants to learn about environmental issues, increase their personal connection to nature and inspire individual action. This level of programme does not include any customised learning or training and is open to all employees.

Facilitated programme: 1-2 week training and fieldwork programme at a relevant research project which enables participants to learn about specific environmental issues, provides professional development and creates plans to take and lead action for sustainability. This level of programme can provide a tailored approach for your organisation and is open to all employees.

Executive programme: 1-3 day leadership programme (including limited fieldwork) for senior (business) executives to understand the business relevance of environmental and sustainability issues for their organisation and the potential they offer to add value to their business.

Customised programme: 5-7 day leadership programme for functional or management teams, to enable participants to gain an in-depth, experience-based understanding of a specific topic and generate new sustainability solutions (policies, strategies, products etc). Senior level sponsorship is mandatory with this level of programme, with an identified business-relevant-sustainability challenge for the team to address.



Earthwatch Institute is a global environmental organisation.

Our mission is to engage people worldwide in scientific field research and education in order to promote the understanding and action necessary for a sustainable environment.

Our vision is a world in which we live within our means and in balance with nature.

www.earthwatch.org/europe

Outcomes

Our programmes are designed to:

Inspire & reward employees by providing them with an opportunity to make a meaningful contribution to the environment on an Earthwatch field research project. Employees gain hands-on experience of environmental issues and scientific research as part of a team - improving staff engagement and retention in the process.

Develop environmental leadership by increasing understanding of key issues - such as climate change and sustainable agriculture - and how they impact your core business objectives, building commitment (to take action for sustainability) at work and home.

Offer personal development by providing opportunities to enhance skills and competencies including: team working and influencing skills; self confidence; critical & systemic thinking; diversity awareness; connectedness; innovation and communication.

Foster culture change on sustainability issues by empowering and motivating employees across different functions, levels and business locations to drive internal awareness and understanding of your company's sustainability strategy, bringing about real, lasting change.

Case studies

Land Rover Employee Sustainability Challenge Programme

Land Rover have worked with Earthwatch since 2007, sending a team of employees each year to participate in an Earthwatch field project, experience environmental issues first hand and bring their learning back into the workplace.

In 2010, a team of 12 employees will join an Earthwatch project in Kenya - supported by a Land Rover vehicle during the fieldwork - and be set a specific 'sustainability challenge' to address as a team, developing an action plan to implement on their return.

Key achievements:

Feedback from the 2008 Land Rover team showed that **100 per cent** of participants **agreed** or **strongly agreed** that their understanding of corporate social responsibility and sustainable development had improved after participating in the programme.

HSBC Climate Partnership

Earthwatch's role in the HSBC Climate Partnership involves a five-year research programme involving over 100,000 HSBC employees in learning and engagement activities around climate change and forest ecosystems.

Key achievements:

Ninety-five per cent of participants report professional and personal benefits of attending. Eighty-two per cent now support HSBC more strongly, with 72 per cent now recommending others to work there.

"I think I speak for everyone when I say that this has indeed been a life changing experience. The things we have seen and learned over those 8 days have inspired me to want to know more and has given me a much broader understanding."

Jon Tongue
Land Rover employee participant

"I now divide my life into BE (Before Earthwatch) and AE (After Earthwatch). It has been the singular most rewarding and eye-opening experience of my life."

Beverley Marshall
HSBC employee participant

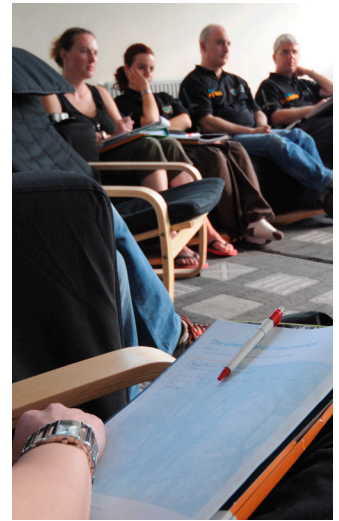
Next steps

To find out more about partnering with Earthwatch, please contact:

Peter Hall, Corporate Development Manager

Earthwatch Institute, Mayfield House, 256 Banbury Road, Oxford, OX2 7DE, UK

Tel: +44 (0)1865 318801, Email: phall@earthwatch.org.uk



1

2

3

4

CORPORATE COMMUNICATIONS FAMILY

- 1 Partnerships for a sustainable environment
- 2 Engaging employees for a sustainable environment
- 3 Research for a sustainable environment
- 4 Research for sustainable agriculture