

# Partnerships

## for a sustainable environment

For over two decades, Earthwatch has been working in true partnership with companies around the world. Underpinning this approach is the belief that NGO/business partnerships can create value for both business and the environment. Through innovative engagement and learning programmes and collaborative environmental research initiatives, Earthwatch partnerships build understanding, commitment and leadership to embed sustainability in business.

A partnership with Earthwatch can help your business to:

### Inspire and reward employees

- Foster an enhanced sense of pride and loyalty in the company
- Recruit and retain the most talented individuals

### Offer professional development

- Enhance difficult-to-train soft skills and competencies
- Increase understanding of sustainability issues

### Support environmental research

- Develop collaborative, business-relevant research projects
- Build understanding of critical environmental issues

### Embed company values

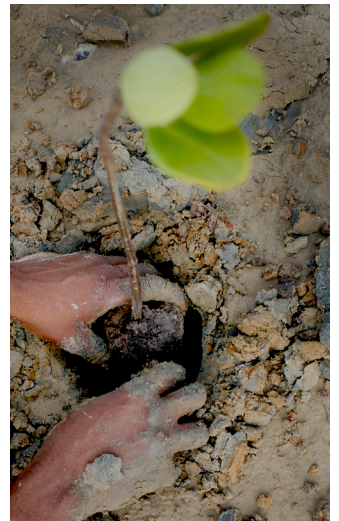
- Spread awareness of your sustainability agenda among employees
- Create a network of passionate employees to champion change

### Create competitive advantage

- Demonstrate leadership in addressing sustainability challenges
- Understand and act on long-term risks and opportunities ahead of the competition

## Why Earthwatch?

- Over 20 years experience working with business
- Unique approach, founded on the belief that NGO/business partnerships can create value for both business and the environment
- Global capacity with offices in the UK, US, Brazil, Australia, India, Hong Kong and Japan
- Ranked in the top 5 Global Environmental NGOs for corporate partnerships (The Financial Times/Dalberg partnership rankings 2007)



**“Partnering with Earthwatch is undoubtedly helping us to embed sustainability across our global business.**

**Nigel Pate, Senior Manager  
HSBC in the Community**

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](http://www.earthwatch.org/europe)

# Ways of working together

## Engaging employees:

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.

### Case study: HSBC Climate Partnership

Earthwatch's role in the groundbreaking HSBC Climate Partnership is to inspire over 100,000 HSBC employees in learning and engagement activities around climate change and ecosystems. By increasing employee understanding through online learning, social networking, local volunteering and participation in scientific field research, Earthwatch is creating a network of "Climate Champions" to further HSBC's commitment to sustainability.

## Supporting environmental research:

For over 35 years Earthwatch's Global Research Programme has been increasing our understanding of key environmental issues, providing the scientific basis for conservation action and policy by governments, industry and local communities. Earthwatch supports over 50 research projects around the world, many of which are researching sustainability challenges directly relevant to business - such as climate change, water supply and agriculture.

### Case Study: Starbucks Coffee – from Community to Cup

Starbucks has supported research at Coope Tarrazú coffee plantation in Costa Rica since 2007. The research project aims to bridge knowledge gaps by studying relationships between farm management practices and soil nutrient status, coffee productivity, and quality. The information collected by Earthwatch research teams is being used by farmers to develop more sustainable coffee growing practices.

## Community investment:

Partnering with Earthwatch offers you the opportunity to make targeted investments in environmental education programmes that reflect your core business values. For example, companies can support Earthwatch's work to engage young people and their teachers in environmental research as well as training emerging scientists in developing countries, developing environmental leaders of tomorrow.

### Case study: The ICAP Educator Programme

In 2009, ICAP supported the Earthwatch Educator Programme, involving 36 UK teachers in hands-on scientific research on Earthwatch expeditions. The teachers bring their experiences back into the classroom, passing on their knowledge and insight to their students, and so inspiring them to take a deeper interest in environmental issues.



"Coffee and our partners [employees] are the foundation of Starbucks' success. By extending our successful partnership with Earthwatch, we are able to provide a unique and uplifting experience for our partners [employees] and customers, while continuing the work we do with farmers to help ensure their long-term success."

**Dub Hay, Starbucks Senior Vice President  
Coffee and Global Procurement**

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## Next steps

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

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