



**MAKE AN  
IMPACT  
WITH WWT**



[wwt.org.uk](http://wwt.org.uk)



# WHY PARTNER WITH WWT?

As one of the largest and most respected conservation charities in the world the Wildfowl & Wetlands Trust can help you achieve your sustainability, community and charitable aims.

At our ten UK-based wetland reserves we pioneer conservation techniques that save species and wetland habitats around the world.

We work in more than 60 countries to save wetlands and the wildlife that rely on them, as well as providing support to improve the sustainability of the communities that live around them.







Lake Sofia in  
Madagascar

**Our passion, expertise and experience partnering with organisations at an international, national and local level means we can deliver just what your business needs to:**

## Meet your Corporate Social Responsibility objectives

From restoring wetlands, to supporting and educating some of the world's most deprived communities, our strength lies in the diversity of our work. Partner with us and we can help you meet a wide range of CSR objectives, no matter how big or small.

## Work towards the UN Sustainable Development Goals

Our pioneering conservation work reflects the aspirations of many of the UN SDGs. By partnering with WWT, you'll be able to demonstrate to stakeholders which goals you are targeting and how you are achieving them.

## Engage and support your staff

Through our successful team-building initiatives you can reconnect as a team and boost the morale of your staff. We know that working together to do something that supports nature and the local community brings with it a real sense of achievement. It also brings the added benefits of time spent in the natural environment, which is vital to a sense of wellbeing.

## Increase your brand exposure

With over 200,000 members, an active social media presence and more than one million visitors each year to our reserves, we have a broad reach. And through an international network of wetland education centres led by WWT, we work across six continents and with 350 conservation organisations.



# WORKING WITH WWT

WWT has extensive experience partnering with companies of all sizes to deliver high profile creative campaigns with extraordinary outcomes.

We will work with you to understand your needs, to build tailored objectives, and work closely with you to deliver mutual benefits and achieve your aims.

We can also help give your story greater exposure, by engaging our extensive membership and wide supporter base.



# PEOPLE AND WETLANDS

## Community spaces

We're creating wetlands with communities, engaging local people to design and develop how their environment is transformed. These new spaces bring communities together through volunteering, recreational and learning activities that wetlands can provide.



Working with people and community and partner organisations to make Slough a better place to live and work.

## Health and wellbeing

Awareness of how important the natural environment is for our health is growing. WWT is currently researching the impact that time spent around wetlands has on us. This will enable us to build on the work that we already do to connect people with nature.

"We have been working with WWT for over 10 years delivering healthy wetland spaces for communities to enjoy and value. The Salt Hill Stream in Slough demonstrates what we can achieve for people and nature through partnership."

**Kirsty Halford, Community Projects Executive, Thames Water**

60,000

disadvantaged pupils have been able to visit our reserves for free as part of our corporate partnership Inspiring Generations programme.

## Learning and inspiring

Our learning programme for schools includes hands-on activities, allowing pupils to get closer to wildlife and explore wetland habitats. We work hard to build memories, ignite passion and inspire the next generation of conservationists.

"HSBC is proud to be a supporter of the Inspiring Generations programme, providing opportunities for school children to learn about the importance of wetlands, and visit WWT's fantastic reserves."

**Sue Alexander, Senior Manager, Environmental Programmes, HSBC**



Inspiring generations by helping children of all ages and abilities explore and get close to nature.

# VOLUNTEER WITH WWT



**Volunteering is a big part of what we're about and it can bring huge benefits to your business.**

Your staff will leave our corporate volunteering days feeling reconnected and energised by the natural environment. Experience tells us that our team building initiatives, from reed-screen building to reseeding wildflower meadows:

- Boosts staff morale and strengthens you as a team
- Enables employees to contribute to the local community and the natural environment
- Provides substantial health and wellbeing benefits

"We have worked in partnership with WWT for a number of years now, providing team volunteering opportunities to our staff across the UK. Our staff thoroughly enjoy these days and get to learn about important environmental issues whilst there."

**Maggie Robb, Corporate Sustainability Manager, PwC**



# OUR RESERVES



WWT Steart Marshes

**We manage thousands of hectares of wetland habitat around the UK to encourage healthy ecosystems and biodiversity.**

We are continually improving our reserves for the benefit of the thousands of breeding and wintering waterbirds and other wildlife that call them home.

Our reserve teams are not only experts in these wetland habitats but also the plants and wildlife that call our reserves home, managing each area with the sensitivity it requires.

Each of our vital habitats is unique, from our extensive reed beds in WWT Arundel, to showcasing wetlands and the urban environment existing in harmony in WWT London, to WWT Steart Marshes providing natural flood defences for the people of Somerset.



*Our reed bed at WWT Arundel is of national importance, providing superb habitat for breeding birds and water voles.*



# SUPPORTING WETLAND COMMUNITIES AROUND THE WORLD

**Many of these communities rely on wetlands and their natural resources for day to day survival.**

But wetlands are being destroyed at an alarming rate around the world and with them the livelihoods of thousands of people. This means improving wetland management is vital.

WWT currently have projects in Cambodia and Madagascar, and are working with partners to support local communities in all aspects of wetland management to help them secure their future.

## **Our work includes:**

- Providing training in more sustainable and diverse agricultural practices
- Empowering people with knowledge
- Supporting people with education programmes to engage all generations
- Helping to secure land rights



**We're helping build a future where Madagascar's wetlands are protected, wildlife is thriving and people's livelihoods are secure.**



# STRENGTHENING INTERNATIONAL WETLAND CONSERVATION

Migratory birds face huge risks as they depend on multiple wetlands across numerous international boundaries for their survival. But many of these wetlands are being lost and damaged. We're working with international partners, NGOs, governments and businesses to support this critical area of conservation work.

## SPOON-BILLED SANDPIPER

The spoon-billed sandpiper has been a victim of wetland destruction all along the East Asian Australasian flyway.

When WWT realised there were only 100 breeding pairs in existence we launched an ambitious conservation programme in the birds' breeding grounds in far-east Russia.

Tiny satellite tags attached to the birds' feathers tell us where the birds rest and feed during their migration, helping us focus conservation efforts in the most crucial areas.



By fostering and hand-rearing chicks, a technique known as "headstarting", WWT has increased each chick's chance of survival to fledging from 15% to

85%





# PIONEERING CONSERVATION

**We've always been conservation trailblazers at WWT. Our founder Sir Peter Scott set the pace in the 1940s and we haven't looked back. We are not afraid to embark on ambitious projects that bridge the gap between people and the environment or bring about change that truly impacts on the future of our natural world.**

Flight of the Swans, our latest groundbreaking project, gained incredible media coverage and gathered support from across the world for the iconic Bewick's swan. It brought communities, conservationists and governments together from the UK to Russia to ensure greater protection for the key wetland sites these birds need to survive.

Corporate funding is of huge importance to our work. Without it we would not be able to continue the innovative and proactive approach to conservation that makes us who we are.

*"The Flight of the Swans expedition was a great synergy with our brand showcasing our vehicles tracking some of the world's toughest terrain, following this epic migration."*

Amanda Gibson, Press & Public Relations Manager, Mitsubishi

With national TV coverage in every country, over 700 articles published and more than 1,000 mentions on TV and Radio, this campaign continues to attract international media coverage.

**Flight of the Swans: 7,000km  
by paramotor from Arctic  
Russia to WWT Slimbridge.**







# GET INVOLVED WITH WWT

You don't need to be out in the field to support our work. Get involved at a local, national or global level by:

- Joining our Corporate Members Scheme
- Becoming a corporate partner and helping fund our work
- Supporting one of our exciting projects through corporate sponsorship
- Organising a corporate volunteering day for your staff

Together we can make a difference to your business and the environment. For more information call Verity Nash on 01453 891191 or email [corporate-enquiries@wwt.org.uk](mailto:corporate-enquiries@wwt.org.uk)





WWT, Slimbridge, Gloucestershire, GL2 7BT

**T:** 01453 891191

**W:** [wwt.org.uk/corporate-support](http://wwt.org.uk/corporate-support)

**E:** [corporate-enquiries@wwt.org.uk](mailto:corporate-enquiries@wwt.org.uk)

Wildfowl & Wetlands Trust (WWT)

Registered charity in England & Wales, no. 1030884 and Scotland, no. SC039410.