

## Green capital

Business drives London's economy. Every business relies on the world's natural wealth as its primary resource. Biodiversity – the variety of life – is at the heart of new products, technologies and pharmaceuticals. These ecosystem services provide us with materials, food and fuel, but biodiversity loss and environmental damage put innovation and future economic opportunities at risk.

Business leaders already put the environment at the top of their list of concerns.\* Government and investors alike make increasing demands for businesses to be accountable for their impact on the natural world

Put your business at the forefront of the business and biodiversity agenda and make an active contribution to London's biodiversity.

*The financial year 2006-07 saw a 50% increase in the number of financial advisers giving specialist ethical advice and over 100% increase in demand for ethical investments.*

*In 1998, ethical investments in the UK were worth just under £200 million. In 2005 they were worth just over £6 billion.*

*source: Ethical Investment Association*

Join the London Biodiversity Partnership's Corporate Champions scheme.

*\*16th UPS annual Europe Business Monitor survey*

## So, how does it work?

Become a Corporate Champion for as little as £5,000 + VAT per annum, for a period of at least three years.

Over half of your money goes direct to your chosen species or habitat, with the remainder going to fund the Partnership's core activities.

Your sponsorship could provide us with the leverage we need to unlock much larger pots of money.

The Partnership will give you the tools to publicise your role as a Corporate Champion and keep abreast of business and biodiversity matters:

- 1. Framed Corporate Champions certificate** – remind your staff and clients of your involvement.
- 2. Champions newsletter & updates on your championed action plan** – keep up to date with business and biodiversity issues, and lift photos and text for use in your internal newsletter.
- 3. Annual Champions event** – network with other Champions and LBP partners.
- 4. Public thanks** – acknowledgement in our literature, and your logo and a link from our website to yours.
- 5. Use of LBP's logo** – for your own marketing materials.

**Contact LBP's Development Manager to discuss your involvement.**

Champions@lbp.org.uk, 020 7803 4276

www.lbp.org.uk, c/o LWT, Skyline House, 200 Union

Street, London SE1 0LX

# Championing Biodiversity



Boost your brand ...

Your brand is *You* – your public face – the first thing that your customers, clients, investors and shareholders associate with you. Your brand is your promise of the value they’ll receive, and of the values that you hold. Investing in London’s biodiversity is your opportunity to give your brand an edge. We will work with you to

match your company to the species or habitat that best represents you.

£5,000 could  
Provide 200 square metres of  
green roof in the City, West End or East  
London. Maybe even on your  
own building ...



£5,000 could  
Establish a London-wide stag  
beetle survey in the  
capital’s schools.

*‘Reed Elsevier employees used their volunteer days to help plant a reedbed in St James’s Park. As well as getting muddy, it allowed them to get actively involved in one of our sponsored environmental projects. Their enthusiasm and greater understanding has helped to encourage their colleagues to get involved in our broader environmental campaigns.’*

Mark Gough, Environmental Coordinator, Reed Elsevier

... and your staff morale

Your brand is not just the face you present to the outside world. The way your staff view your company can affect their morale, their productivity and loyalty to you. The Partnership can offer a wealth of individual and corporate volunteering and team building opportunities to its Champions. Your staff can be a part of conservation in action – even helping to deliver your championed action plan.

Show your responsible side ...

Business leaders are ever more mindful of their environmental responsibilities. Public bodies now have a blanket duty to have regard for conserving biodiversity – the corporate sector will not be far behind. Sustainability reporting is becoming routine. As the emphasis shifts from reactive to proactive responsibility, many companies are taking charge, leading the

business and biodiversity agenda and embracing their corporate social responsibilities. Join the London Biodiversity Partnership’s Corporate Champions scheme and get the assistance you need to prepare for the challenges ahead.

£5,000 could  
Pay for the construction and  
installation of ten peregrine falcon nest  
boxes, or establish a peregrine watch point  
and publicity materials.

... and get a little inspiration

We provide a direct link to over forty partner organisations in London, including the Mayor’s office, local government, NGOs, government agencies, major landowners and utility companies. Join a network of business leaders facing the same environmental challenges. Find expert advice, assess your company’s environmental impact, or maybe even produce your own biodiversity action plan.

Biodiversity partnerships exist in every region of the UK. With our help and contacts, Champions can expand the benefits of their involvement beyond the capital.



*‘Our brand is central to our long term success. The construction industry is not always seen as having environmental interests at its heart. Our involvement in the LBP ‘Design for Biodiversity’ project has been invaluable in demonstrating our commitment to corporate social responsibility. The networking opportunities offered by the LBP have given us a direct link to a experts who help us to budget and prepare for our legislative duties – helping us to keep ahead of the game.’*

XXXX, ARUP