

IMPLEMENTING THE UK BAP – ATTRACTING CHAMPIONS FOR PRIORITY SPECIES

DRAFT GUIDELINES FOR LEAD PARTNERS/CONTACT POINTS OPERATING AT UK AND LOCAL LEVELS

These draft guidelines have been produced from the results of an investigation into ‘the factors that have resulted in the successful attraction of corporate Champions for priority species identified in the UK Biodiversity Action Plan’ (see Annex 1 of Supporting Notes).

They are designed to reflect the practices of both non-governmental organisations (NGOs) involved in conservation and the support of the corporate sector. They act purely as a guide, and aim to provide the Lead Partner/Contact Point, whether it be on local or national level, with information about best practice when approaching small to medium sized enterprises (SMEs) or multinationals respectively, for support and sponsorship.

The sponsorship should represent a new initiative; it should be made clear that it would not happen without the Champion’s support. It must be made interesting and great emphasis should be put on the need for support for the species in question. It is essential that you, the Lead Partner, also make it clear what you are going to deliver in order to meet the requirements of the Champion.

True sponsorship is more than a donation, it is a *partnership* between the Champion and the Lead Partner. Engaging in the Champions Scheme is a major commitment and therefore serious planning is required.



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DRAFT GUIDELINES

Stage

Ref to
Notes

I BEFORE THE APPROACH

- **Time**
 - allocate a period of at least 6 months to 1 year to secure a corporate Champion

- **Have a costed work plan which defines start and finish dates**
 - this will impress corporate sponsors

- **Background research**
 - find out if the organisation you are targeting is already sponsoring another project in the area
 - investigate which corporate organisations are involved on a national level and think about approaching the same organisations locally
 - use the internet or ring up for a copy of their environmental policy or report; this will give you an idea of the company's ethical standards, their budget cycle and the size and type of organisation you are hoping to work with, their goals and needs

- **Think of the wider picture**
 - of which you are part. It is important to have a perspective of what you are doing and what you hope to achieve, and to understand how this fits in with what others are doing (other SAPS in the local area perhaps), and how it relates to the problems you are attempting to deal with

1.1

1.2

1.2.1

1.2.2

1.2.3-1.2.5

II THE APPROACH

- **'Business Talk'**
 - by talking their language, you are more likely to get a positive response

- **Be wholly professional**
 - in your operation, so that sponsors can see that any money will be well and effectively spent

- **Personal Contact**
 - a personal contact if you have one, or if you can develop one is very useful. Make a direct, personal approach to the most senior local full-time employee i.e. the Chief Executive/Director of the organisation
 - always direct your appeal to the top

2.0

2.1

• Written Correspondence	2.2
<i>Applications to the Champion should be:</i>	2.2.1
<ul style="list-style-type: none"> • Short • Concise and Clear • Professionally Competent • Individually Addressed 	
<i>Applications should include:</i>	2.2.2
<ul style="list-style-type: none"> • A sense of urgency for the appeal • A simple definition of biodiversity • Information about the Champions Scheme and its significance within the UKBAP • Who and what you do • Why there is great need to support the species in question • What you are proposing to do about it • What you are asking the organisation to give • Why the organisation might be interested in giving its support • Any attachments that you feel will enhance your appeal 	

III FOLLOW UP	3.0
- it is essential to follow up the written correspondence with a phone call within the second week of contact	
• Delivering information to the potential Champion	3.1
• Presentation	3.1.1
• Meetings	3.1.2
• Information Pack or Leaflet	3.1.3
• Site or Field Visits	3.1.4
- You can use just one or a combination of methods to present information to the Champion	

BUILDING AND MAINTAINING THE PARTNERSHIP

4.0

(Once you have decided on a Champion or Champions)

- *It is essential to approach the Champion with:*
 - a clear set of objectives
 - an outline budget
 - realistic goals
 - time scales
 - the tangible benefits of involvement in the Scheme (SEE 'BENEFITS PACKAGE' ATTACHED)

Establish a '*Memorandum of Understanding*' – therefore both partners will clearly understand what the other expects from the partnership and it can be referred to throughout the project 4.0

- **Benefits:** 4.1
 - publicity and PR 4.1.1
 - involvement in a high profile operation 4.1.2
 - integration of biodiversity into their Environmental Management System EMS (if they have one) and free advice from the Lead Partner 4.1.3
 - if there is a specific link between the species (habitat) and Champion (e.g. name/logo), highlight the fact that the project is unique to their organisation 4.1.4
 - promotion of the partnership to customers and the local community ensuring awareness and understanding 4.1.5
 - staff awareness and involvement creates a positive image for the Champion and 4.1.6
 - direct benefit in terms of their own expertise and skills 4.1.7
 - free advice for example on land management and good biodiversity practice 4.1.8
 - development of other partnerships 4.1.8

REMEMBER NON-FINANCIAL SUPPORT 5.0

Corporate organisations can provide much more than just financial contributions, for example, equipment, services, people and expertise

FURTHER INFORMATION 6.0

For further information and useful publications see Supporting Notes

IMPLEMENTING THE UK BAP - ATTRACTING CHAMPIONS FOR PRIORITY SPECIES

DRAFT GUIDELINES FOR LEAD PARTNERS/CONTACT POINTS OPERATING AT UK AND LOCAL LEVELS

SUPPORTING NOTES

These draft guidelines have been produced from the results of an investigation into 'the factors that have resulted in the successful attraction of corporate Champions for priority species identified in the UK Biodiversity Action Plan' (See Annex 1).

They are designed to reflect the practices of both non-governmental organisations (NGOs) involved in conservation and the support of the corporate sector. They act purely as a guide, and aim to provide the Lead Partner/Contact Point, whether it be on local or national level, with information about best practice when approaching small to medium sized enterprises (SMEs) or multinationals respectively, for support and sponsorship.

The sponsorship should represent a new initiative; it should be made clear that it would not happen without the Champion's support. It must be made interesting and great emphasis should be put on the need for support for the species in question. It is essential that you, the Lead Partner, also make it clear what you are going to deliver in order to meet the requirements of the Champion.

True sponsorship is more than a donation, it is a *partnership* between the Champion and the Lead Partner. Engaging in the Champions Scheme is a major commitment and therefore serious planning is required.

1.0 BEFORE THE APPROACH

1.1 Time invested in securing a corporate Champion

- Research shows that the length of time invested in securing a corporate Champion is in general more than 6 months. It is advisable therefore to plan ahead and think early on about your approach. It is worth investigating which corporate organisations you should target. It is important to do your homework; look for some form of match between your requirements and the needs of the potential Champion you are thinking of approaching. Make your request for sponsorship specific, this will create the greatest chance of a positive response.

Some partnerships have been known to form within just 1 to 2 weeks; this does tend to be reliant however on having a personal contact within the organisation such as a member of the business being on a Steering Group for the species requiring protection. So it is wise to allocate a period of at least 6 months to 1 year to secure a corporate Champion.

- It is often the case that many Species Action Plans (SAPs) have a potentially longer period of delivery than the funding allows. Companies are prudent and often fund for a short 'test' period, to see how you, the Lead Partner, will deliver. If you deliver on the Champion's requirements, they may offer longer periods of funding, the partnership will develop fully, and leave a company with a good experience of dealing with conservation.

1.2 How do I decide which corporate organisation to approach?

1.2.1 Already Involved ?

- Before approaching a corporate organisation for support and funding, find out if the organisation you are targeting is already providing money or resources for the protection of another species, habitat or even a community project. The Marketing/Public Relations department or person in each organisation will know exactly what is being sponsored and what charities or good causes are being supported. Contact other NGOs in the area, e.g. BTCV, Children's Charities, etc. as it is likely that they will have knowledge of local Business support or may even be sponsored themselves. It is also worth regularly reading the local paper to keep up to date with new developments.
- There is nothing worse than repeated approaches to an organisation or approaches by separate bodies for support for the same cause, especially when the desired sponsor has already declined an appeal. The approach needs to be professional and co-ordinated and the Lead Partner needs to communicate with other environmental NGOs in the area.

1.2.2 National or Local?

- Different Species Action Plans (SAPs) cover different areas, some are local, others are national. It is better to match a national SAP with a national organisation and a more local SAP with a local organisation (SME).
- Contact a professional conservation body such as The Biodiversity Secretariat (DETR), RSPB, The Wildlife Trusts etc. to investigate whether or not a corporate organisation is already involved (or has been approached) on a national level. Find out about those involved nationally or regionally and approach the same organisations on a local level. It may be the case that the national organisations would be more than happy to discuss the success of the Scheme and the benefits they have gained with their local outlets.

1.2.3 Targeting the Right Sized Organisation and at the Right Time

- Ring up the organisation you are interested in and ask for a copy of their environmental policy and report. Depending on the kind of report received – short and meaningless, long and detailed, concise but informative, wordy but targetless - you will start to get an idea about the company's ethical standards. It will also give you a good background

about the organisation you are approaching. It is important to be aware of the organisation's BUDGET CYCLE: if you strike at the planning stage you are more likely to be successful in your application for support than when approaching at the end of the cycle when funds have been allocated for specific purposes. Target the right size of company, for example, targeting a small firm for £30k is probably a waste of time; similarly a multinational may not be interested in a £1k sponsorship. An extensive amount of background information can be found on the Internet, this is a key source and should not be ignored.

1.2.4 Environmental Management System (EMS)

- The corporate organisation may have an Environmental Management System (EMS) in place, for example, International Standards Organisation 14001 (ISO14001) series and the EC Eco-Management and Audit Scheme (EMAS) regulation. Most EMS have a programme to manage environmental impacts and this normally includes the consideration of the UK Biodiversity Action Plan (UKBAP), Local Biodiversity Action Plans (BAPs) and other local initiatives by conservation groups. It may be possible to encourage them to integrate biodiversity into their EMS if it is not already an active part. This will benefit the organisation, as you, the Lead Partner could offer expert advice for free, which would normally cost. On the other hand, they may have already written their own Biodiversity Action Plan and are therefore prime candidates for getting involved.

1.2.5 Environmental Practices

- Smaller businesses, SMEs for example, may not have an EMS; it is still important however to think about their environmental practices and how you can do your utmost to improve them.

2.0 THE APPROACH

'Business Language'

By talking the business language you are more likely to get a positive result. It is well worth reading a copy of 'Business and Biodiversity', (prepared by the UK Round Table on Sustainable Development published by Earthwatch, May 1998). This will assist you, the Lead Partner, in understanding what is required by the business in the environmental world and help to give a clearer picture of where biodiversity fits in to it.

2.1 Personal Contact

- A personal contact, if you already have one or can develop one, is extremely useful. This has traditionally been the best method of approach, however be cautious because your contact may not have the financial standing in the organisation that is needed for your appeal. Even if the corporate organisation you are targeting has a well-defined sponsorship or environmental policy, the Lead Partner should make a direct, personal approach to the most senior local full-time employee. For an SME this would be the Chief Executive and for a large organisation, it will be the Director (titles may vary from

organisation to organisation). The approach must be to the person with the authority to decide yes or no, therefore always direct your appeal to the top.

- Be prepared that you may then be passed onto the Marketing/Public Relations department or person (if they have one) - they are experienced in dealing with the whole process of sponsorship applications.
- When you are planning your approach, use colleagues, members or committee of management to find out who is in a senior position within the potential Champion that you will be approaching. You may be surprised by the extent of your existing contacts. It may also be helpful if you can discover some of the particular interests of one or other of the directors.
- It may happen that the Lead Partner will only need to make this one personal approach to secure the partnership, and there will be no need to send a written appeal. But if you haven't got a contact and can see no way of developing one, then it is necessary to use written correspondence.

2.2 Written Correspondence

How to write a good application:

Style and Content

2.2.1 *Applications to the Champion should be:*

- **SHORT:** Keep the letter to one side of an A4 sheet of paper. It must catch the attention of a busy person and need only contain sufficient information for them to make a decision. If they want more details, they will get in touch with you.
- **CONCISE AND CLEAR:** Within the limited space available, you need to state your case for support of the individual species action plan.
- **PROFESSIONALLY COMPETENT:** Make sure the letter is typed and on, for example, the Lead Partner's headed notepaper.
- **INDIVIDUALLY ADDRESSED:** Ensure the letter is addressed to the correct person at the correct address. This is the background research work you will need to do. If you are appealing to the corporate sector in any serious way, it is always worth doing this work. Use the various trade directories, business information services or Yellow Pages as appropriate, and use the telephone to find out or confirm to whom to send your letter. Keep all the information on file, as this will make your job much easier next time around.

2.2.2 *The application should include:*

- an attempt to communicate a sense of **URGENCY** in your appeal. Fund-raising is an intensely competitive business - there is a limited amount of money to give away, and you have to ensure that some of it comes your way.

- A simple DEFINITION of what biodiversity actually means, what a Champion is, and where the idea came from. It should also highlight the significance of the UK Biodiversity Action Plan process.

See below for examples of definitions:

“Biodiversity represents the richness and variety of plants, birds, animals and insects that exists throughout the World” (Department of the Environment, Transport and the Regions, (DETR), 1998. ‘Making Biodiversity Happen’.).

“The UK Biodiversity Group developed the role of a Champion or sponsor to promote funding for individual Species Action Plans (SAPs). This is designed to encourage business sponsors to both contribute to and provide resources for the Biodiversity Action Process. Champions need not necessarily have conservation competence and can support the delivery of SAPs through:

- provision of funds
- provision of in kind support
- provision of people to assist with the work
- delivery of an activity included in the work programme”

(Biodiversity Secretariat (DETR), 1999. ‘Lead Partner Guidance Notes 1-4’.)

“What WWF is doing for the Tiger, we, the Lead Partners throughout the UK are trying to do for the dormouse, otters and even the depressed river mussel”.

“Championing of biodiversity species has a real and direct role: it demonstrates that, for biodiversity policies to succeed, action is required from all sectors of the community, especially business, not just the traditional supporters of nature conservation work in Government, its agencies and the voluntary conservation organisations” (Government Response to the UK Round Table on Sustainable Development Report ‘Integrating Biodiversity into Environmental Management Systems’, October 1998).

- WHO you are and WHAT you do – early on you need to show a track record of achievement.
- WHY there is great need to support the species in question and WHAT has caused its decline (if relevant).
- WHAT the Lead Partner is proposing to do about it (e.g. survey work) and WHY it is significant (i.e. the SAP is part of the whole UKBAP etc.).
- WHAT you need the money for, and HOW much you need.
- WHAT you are asking the organisation to give. Also state any leverage effect – how their contribution will achieve a large amount of action or impact, or how it will help you. If you can demonstrate some form of ‘leverage’ this will be an added attraction. Corporate organisations like to feel they are having a substantial impact with the money that they give.
- WHY the organisation might be interested in giving its support. Tell them the reasons why. Don’t assume they will realise it for themselves. This could range from rather generalised notions of corporate responsibility and the creation of good will in the local community, to much more specific advantages. For example, promoting the overall good environmental practice of the organisation and how this will help improve biodiversity in the local area.
- ENCLOSURES: Attach to your letter anything that you feel will enhance your appeal. For example a copy of:

- Business and Biodiversity (prepared by the UK Round Table on Sustainable Development, published by Earthwatch). *'It explains why and how companies should take part in preserving threatened species, outlining the business case for such involvement, and describing how it can be integrated into a company's activities and planning'*.
- Illustrative material of the threatened species.

3.0 FOLLOW UP

- It is essential to follow up the written correspondence with a phone call within the second week of contact if you receive no response from the potential Champions.

3.1 Delivering information to the Champion

You may, if you are lucky, get some feedback from one or more potential Champions. It is at this stage that you will have to think about the different methods of presenting information to these organisations.

- Business people are experts in negotiation – it is a key skill for them. Don't forget they can walk away from a deal and you have no money in sponsorship. They may try to get more for themselves at a reduced cost. It is essential to work out a strategy in advance on how to deal with this.

3.1.1 Presentation

- If you feel it is appropriate, offer the interested party or parties a presentation. It should include information of the species which requires support and further details about the Champions Scheme (you may like to incorporate a slide show). Highlight the successes of established partnerships; you could do this by providing copies of Biodiversity News (back copies) detailing these success stories. Try and make it as specific as possible to the organisation you are targeting and create enthusiasm and interest at all times.

3.1.2 to give them a flavour of the work you are involved in. If possible, invite your local 'green' minister or councillor, this will always get the business interested.

- If you obtain a meeting think very carefully who goes and do some homework on the company. Business folk are inherently conservative and easily put off by non-conformists. Your appearance is extremely important, (first impressions last), make sure you are presentable (not necessarily pinstripe!).

3.1.3 Information pack or Leaflet

- Putting together an information pack or leaflet doesn't have to involve great expense. It could include for example, illustrative material on the species requiring protection, a summary or copy of the Local Biodiversity Action Plan, information on the UKBAP and a brief history of the Champions Scheme. It may be worth including a copy of 'Business and Biodiversity' and 'Biodiversity News'.

- This could be used in conjunction with a presentation, or on its own, whichever the potential Champion desires.

3.1.4 Site or Field Visit

- A site or field visit may create greater awareness and involve the potential Champion. This may be of particular interest to organisations that own the land or participate in activities that affect the habitat in question.
- Alternatively this could be reserved until a later date.

4.0 BUILDING AND MAINTAINING THE PARTNERSHIP (Once you have decided on a Champion or Champions)

- *It is essential to approach the Champion with:*
 - a clear set of objectives
 - an outline budget
 - realistic goals
 - time scales
 - the tangible benefits of involvement in the Scheme
- Establish a '*Memorandum of Understanding*' – therefore both partners will clearly understand what the other expects from the partnership and it can be referred to throughout the project. The Lead Partner must be prepared to sign some form of contractual 'agreement' which may or may not be legally binding, this is after all normal business practice !

4.1 Highlighting the tangible benefits

Research has shown that Lead Partners, Champions and Contact Points claim that highlighting the tangible benefits to the Champion of involvement in the Scheme had a positive influence on their decision to offer support.

- The following benefits are intended to stimulate some ideas, it is your responsibility as the Lead Partner to design your own "benefit package". The benefits offered may or may not be dependent on the amount of funding offered.

4.1.1 Publicity and PR

Think about what the Champion wants. One of the most important outcomes for the organisation will be publicity and PR, with the enhancement of their corporate image.

- It is worth looking at the local press and monitoring which companies are already media-aware. Some will be in at every opportunity presenting certificates etc. and others will keep a low profile. Attempt to set up an alliance (with those that look most approachable) with the aim of establishing regular media coverage of the Lead Partner/Champion partnership.
 - The best contact at a newspaper is often a reporter (chief is best) and not necessarily an editor. As a general rule, the editor is not concerned with the 'grass roots' job of getting stories. Although it's useful to make initial contact with him/her, it is the reporters who will read press releases and make a decision on whether or not to cover the stories initially. (However when writing letters, that you want published, address these to the editor).
 - Try to set up a similar alliance with a business magazine that is well known throughout the corporate sector e.g. 'Environment Business Magazine (EBM)', 'Industrial Environmental Management (IEM)' and 'Green Futures'. Discuss if there is any opportunity for the publication of an article promoting the good 'biodiversity' practices of the corporate organisation, or even suggest a bimonthly slot for the advertisement of the partnership. It is worth the effort, you never know what may be available to you.
 - Inform 'Biodiversity News' through your Country Group Secretariat of the partnership and ask for regular coverage.
- It is important to begin raising the profile of the project as soon as possible - press cuttings etc. may serve as proof to the Champion that there is publicity to be had from the scheme.
 - Try and think of novel ways to get into the news; stories are chosen not on worthiness but on newsworthiness. The papers, radio and TV are a general round up and must appeal to a wide range of people. As such, it's always good to find an angle that is applicable to this when you tailor a press release. Also make your press release slightly larger, a different shape or colour, or perhaps with a clever sketch to attract better attention.
 - The opportunity for a photograph will always be welcomed, especially at a local level. Get in the habit of spotting potential press photo opportunities and notifying papers and TV stations well in advance of when they can take photographs. A tip: during school holidays and especially in the summer, local newspapers are often low on photo opportunities - take advantage.
 - Keep things short and to the point. You will get better attention from the media/press if you understand about their deadlines for printing schedules etc. Local journalists have to work quickly and very often dismiss releases that are too long with not very much consideration.

Once you have done all the hard work and established a relationship with the media, you are armed, for example, to offer:

- The Champion's name and value of sponsorship (if desired) to be credited in all press releases issued on the securing of sponsorship and throughout the period of support for the species.
- Advertising in the Steering Group member's publications such as annual reports, event programmes, magazines and newsletters, brochures, etc.
- Exposure to the Steering Group's membership – this will advertise and promote the Champion's name and involvement to a wide audience.
- Propose the development of a biodiversity/business logo (involving both the Champion and Lead Partner) to be credited on all of the Champion's publications (e.g. on headed notepaper, leaflets, brochures etc.). This would lead to the association throughout the local community of the organisation with the species in question and it is a low-key way of providing good local PR for the Champion.
- Produce eye-catching posters advertising the partnership and acknowledging the Champion's name/logo. Display the posters in both the Lead Partner's and the Champion's establishments.

4.1.2 Involvement in a high profile operation

- Put great emphasis on the fact that the Champion will play a major role in the whole UKBAP process. Make sure they understand that they are not just a sponsor, they are a partner. Highlight the links with 'green councillors' (try and get them involved), Champions love to be associated with activities backed by Government.

4.1.3 Environmental Management System (EMS)

- If the organisation has an Environmental Management System (EMS) in place, suggest that the process of becoming a Champion is an ideal way to incorporate biodiversity into their EMS and filter down their good environmental practices to their customers etc. Smaller businesses, SMEs for example, may not have an EMS; it is still important however to think about their environmental practices and how you can do your utmost to improve them.

4.1.4 Species Specific

- If the species (or habitat in which the species is located) is specific to the Champion, i.e. somehow connected with the organisation's business, logo, or name even, make sure you highlight this. Play on the fact that only the Champion can have an impact on this species, for example, it may be the case that you are using their land for the reintroduction of an endangered species (again good publicity).

4.1.5 Community/Customer involvement

- It is important to get the local community involved as in many cases it makes up the Champion's customers. Depending on the type of protection of the species and work

needed, you could involve the local school, Scout Groups etc. in education projects, scrub clearing, tree planting, or even a 'wildlife treasure hunt' (relatives could also get involved). This would promote the involvement of the Champion to the local community and thus create good PR. This method however may not be relevant in every case due to the nature of the project.

- Offer the chance to filter down information to customers. Champions are keen to promote customer awareness and understanding. When the partnership is further developed you could offer the opportunity of working together on an advertisement scheme with the aim of promoting the partnership within the Champion's outlet premises.

4.1.6 Staff Involvement: its Benefits

- Offer the opportunity to communicate the involvement and activities of the Champion to the staff. You could work on newsletters with the Champion, offer a number of complimentary site visits and the opportunity of staff participation in conservation work. You could sell it as 'A Day Out of the Office!' for example; the staff could be employed to complete some much needed project work, the extra labour therefore benefiting the Lead Partner.
- When staff go out into the community to volunteer or to take on technical or professional assignments for voluntary organisations, they are creating a very positive image for the company. They are acting in one way or another as ambassadors.
- The image of the organisation is in part created, or sustained or changed. Hopefully it is an image of generosity, of commitment, of caring and of enthusiasm.
- When staff deliver activities for voluntary organisations they often find there is a direct benefit in terms of improvement in their own expertise and skills.
- Whenever a group of staff work together in aid of a charitable cause, a secondary spin off is invariably an increased sense of group morale and well being.

4.1.7 Free Advice

- If the Champion owns the land (or surrounding land) proposed for the implementation of the Species Action Plan, you may like to offer advice on how to manage this land.
- Offer to expand the knowledge of the Champion with regards to how their environmental practices may have an affect on biodiversity and the surrounding environment.

4.1.8 Other

- the involvement of the Champion in the partnership may lead to the development of other partnerships (research has shown that several of the 'successful partnerships' have more than one Champion. It is worth considering therefore whether to seriously

approach one or more corporate organisation for sponsorship. If this is the case, make sure you inform each potential Champion about your intentions.

- Remember however that it is much easier to handle a partnership that consists of fewer partners, the paramount reason being that when publicity is divided up between several Champions the currency gets devalued. Using the idea that an organisation is the “Sole Champion” is likely to create greater attraction than sharing the benefits/publicity with others.
- Although it is unusual don't overlook the possibility of receiving a donation rather than just sponsorship. A donor would not expect anything in return for the funds given, a sponsor on the other hand will be looking for some return (i.e. what you can offer them).

5.0 NON-FINANCIAL SUPPORT

- Corporate organisations, unlike other charitable donors, can offer much more than just cash. Equipment, services, people and expertise can also be made available, often at less cost than a cash donation. It is worth getting in-kind support even if an organisation can not offer financial assistance.

6.0 FURTHER INFORMATION

- UK Biodiversity Group, 1998. '**Biodiversity News – Fifth Edition**'. (The theme of this issue is the relationship between biodiversity and business).
- UK Biodiversity Group, 1999. '**Lead Partner Guidance Notes 1-4.**' (Available from: Biodiversity Secretariat, Department of the Environment, Transport and the Regions, Room 902D, Tollgate House, Houlton Street, Bristol BS2 9DL OR the JNCC website: www.jncc.gov.uk/ukbg).
- Department of the Environment, Transport and the Regions, 1998. '**Making Biodiversity Happen**'. (Supplementary paper to the Government consultation paper 'Opportunities for Change').
- Scottish Biodiversity Group Web Site: www.scotland.gov.uk/biodiversity.
- UK Biodiversity Group (UKBG) Web Site: www.jncc.gov.uk/ukbg.
- UK Round Table on Sustainable Development, 1998. '**Business and Biodiversity**'. Earthwatch, Oxford. (Copies can be obtained from The Earthwatch Corporate Environmental Responsibility Group, Earthwatch, 57 Woodstock Road, Oxford, OX2 6HJ).

ANNEX 1

Lead Partners who have been identified by the UK Biodiversity Group (UKBG) as having made successful bids to Champions for the support of priority species identified in the UK Biodiversity Action Plan (UKBG, 1999. Lead Partner Guidance Note 4 - 'Funding').

CHAMPION	SPECIES	LEAD PARTNER
ICI	LARGE BLUE AND PEARL BORDERED FRITILLARY BUTTERFLIES	BUTTERFLY CONSERVATION
GLAXO WELLCOME	MEDICINAL LEECH	RSPB
TESCO	SKYLARK	RSPB
CO-OP BANK	BITTERN	RSPB
THAMES WATER	DEPRESSED RIVER MUSSEL	ENVIRONMENT AGENCY
MILETA TOG 24	STAG BEETLE	PEOPLES TRUST FOR ENDANGERED SPECIES
WATER UK / REGIONAL WATER COMPANIES /BIFFAWARD FUND/FINA	OTTER	WILDLIFE TRUSTS/ENVIRONMENT AGENCY
ANGLIAN WATER	POOL FROG	ENGLISH NATURE
SHRANKS AND McEWAN (NORTHERN LTD)	CORNCRAKE	SCOTTISH OFFICE/RSPB
WESSEX WATER	EARLY GENTIAN	PLANTLIFE/WILDLIFE TRUSTS
NORSK HYDRO	WATER VOLE	ENVIRONMENT AGENCY

SPECIES SPECIFIC

The Lead Partner can offer you the following benefits:

- the species (or habitat in which the species is located) is specific to the Champion, (i.e. somehow connected with the organisation's business, logo, or name). Only your organisation can have an impact on this species, for example, the Lead Partner wants to use your land for the reintroduction of an endangered species (this again will promote good publicity for your organisation).

COMMUNITY/CUSTOMER INVOLVEMENT

The Lead Partner can offer you the following benefits:

- the Lead Partner is keen to get the Champion's local community involved as in many cases it makes up your customers. Depending on the type of protection of the species and work, we could involve the local school, Scout Groups etc. in education projects, scrub clearing, tree planting, or even a 'wildlife treasure hunt' (relatives could also get involved). The aim of this being to promote the involvement of the Champion to the local community and thus create good PR. (This method however may not be relevant in every case due to the nature of the project).

STAFF INVOLVEMENT

The Lead Partner can offer you the following benefits:

- the opportunity to communicate the Champion's involvement and activities to your staff. We could work on newsletters, offer a number of complimentary site visits and the opportunity for staff to participate in some conservation work. It could be sold as 'A Day Out of the Office!' for example; the staff could be employed to complete some much needed project work and with this many associated benefits are gained.
- when your staff go out into the community to volunteer or to take on technical or professional assignments (for the Lead Partner), they will create a very positive image for your organisation. They are acting in one way or another as ambassadors.
- the image of your organisation is in part created, or sustained or changed. Hopefully it will be an image of generosity, of commitment, of caring and of enthusiasm.
- when staff deliver activities for voluntary organisations it is often found that there is a direct benefit in terms of improvement in their own expertise and skills.
- whenever a group of staff work together in aid of a charitable cause, a secondary spin off is invariably an increased sense of group morale and well being.

NOTE: THE BENEFITS PRESENTED BELOW ARE INTENDED TO STIMULATE SOME IDEAS, IT S YOUR RESPONSIBILITY AS THE LEAD PARTNER TO DESIGN YOUR OWN 'BENEFIT PACKAGE' (THIS MAY OR MAY NOT BE DEPENDENT ON THE AMOUNT OF FUNDING OFFERED).

PUBLICITY AND PR

This is all about what you the Champion wants. One of the most important outcomes for your organisation will be publicity and PR, with the enhancement of your corporate image.

The Lead Partner can offer you the following benefits:

- the Champion's name and value of sponsorship (if desired) to be credited in all press releases issued on the securing of sponsorship and throughout the support of the species. Your good 'biodiversity' practices will be promoted in the following publications, for example, 'Biodiversity News' (a magazine widely distributed to reputable conservation bodies) and/or 'Environment Business Magazine (EBM)' /'Industrial Environmental Management (IEM)' or 'Green Futures' (it is important that your good environmental practices are portrayed to other businesses).
- advertising in the Steering Group Member's publications such as annual reports, event programmes, magazines and newsletters, brochures, etc.
- exposure to the Steering Group's membership – this will advertise and promote the Champion's name and involvement to a wide audience.
- the development of a biodiversity/business logo (involving both the Champion and Lead Partner) to be credited on all of the Champion's publications (e.g. on headed notepaper, leaflets, brochures etc.). This would lead to the association throughout the local community of the organisation with the species in question and it is a low-key way of providing good local PR for the Champion.
- to produce eye-catching posters advertising the partnership and acknowledging the Champion's name/logo. Display the posters in both the Lead Partner's and the Champion's establishments.

HIGH PROFILE OPERATION

- you the Champion will play a major role in the whole UK Biodiversity Action Plan (UKBAP) process. You are not just a sponsor you are a partner. You will be invited to a meeting with 'green councillors', you must understand that this whole process is backed by Government.

ENVIRONMENT MANAGEMENT SYSTEM (EMS)

- if you have an Environmental Management System (EMS) in place, the process of becoming a Champion is an ideal way to incorporate biodiversity into it and filter down your good environmental practices to your customers etc.
- (NOTE: smaller businesses, SMEs for example, may not have an EMS; it is still important however to think about their environmental practices and what the Lead Partner can do to improve them).

FREE ADVICE & EXPANDING KNOWLEDGE

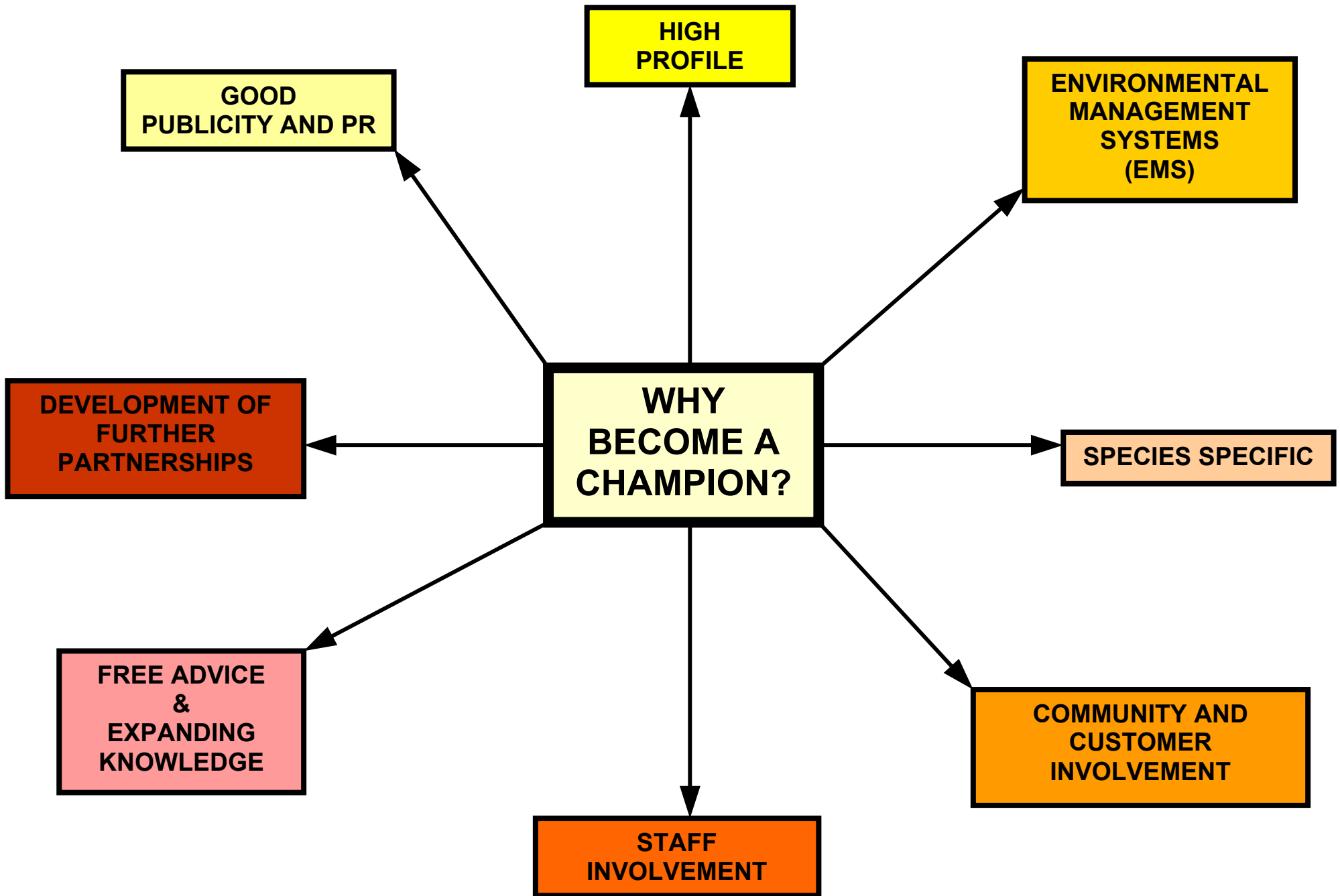
The Lead Partner can offer you the following benefits:

- free advice on how to improve your biodiversity practices, for example, advice on how to manage your land in a 'biodiversity friendly' way.
- to expand the knowledge of the Champion with regards to how your environmental practices may have an affect on biodiversity and the surrounding environment.

DEVELOPMENT OF FURTHER PARTNERSHIPS

The Lead Partner can offer you the following benefits:

- the involvement of the Champion in the partnership may lead to the development of other partnerships and thus further benefits



**HIGH
PROFILE**

**ENVIRONMENTAL
MANAGEMENT
SYSTEMS
(EMS)**

**GOOD
PUBLICITY AND PR**

**WHY
BECOME A
CHAMPION?**

SPECIES SPECIFIC

**DEVELOPMENT OF
FURTHER
PARTNERSHIPS**

**FREE ADVICE
&
EXPANDING
KNOWLEDGE**

**COMMUNITY AND
CUSTOMER
INVOLVEMENT**

**STAFF
INVOLVEMENT**