



BUSINESS + CONSERVATION

THE CENTER FOR ENVIRONMENTAL LEADERSHIP IN BUSINESS

CONSERVATION
INTERNATIONAL





CI works on the ground with coffee farmers to promote environmentally and socially sound growing practices, and to provide loans for sustainable enterprise development.

MAKING BUSINESS A **POSITIVE FORCE** FOR CONSERVATION

Conservation International (CI) has actively engaged with corporations for more than 20 years for the purpose of improving environmental practices and conserving nature. CI created the Center for Environmental Leadership in Business (CELB) in 2000 to work with companies to minimize environmental impacts and to harness private sector ingenuity on behalf of healthy ecosystems and human well-being.

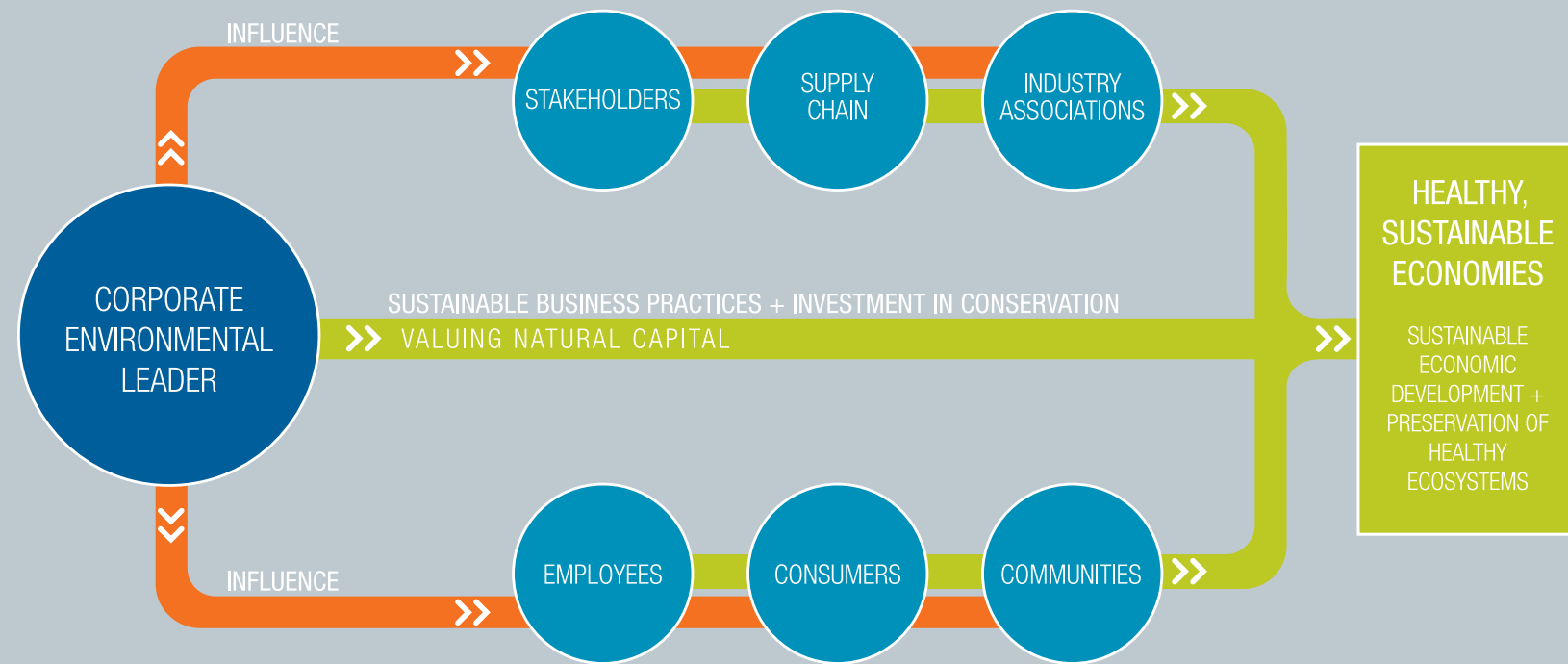
CI works with corporations in key industries to help ensure that natural capital is incorporated into business operations and supply chains by taking in to consideration the economic value of ecosystem services such as food, water, soil and pollination. By engaging in mutually beneficial partnerships with influential corporations that drive the widespread adoption of good practices, we have the opportunity to transform global markets and industry standards toward the realization of CI's mission.

For the next generation of CELB's work, the notion of environmental leadership in business will take on new meaning and will be defined by which companies and industries meet the challenge and do the most to promote climate stability, food security, clean water, abundant biodiversity and other ecosystem services essential for improved human well-being.



SO WHAT IS A CORPORATE ENVIRONMENTAL LEADER?

A business that leverages corporate commitment and influence to move beyond the current development framework to value nature for the long-term benefit of all life on Earth.



CELB IS A **CATALYST FOR INNOVATION**, CONVENING CORPORATE AND ENVIRONMENTAL LEADERS TO **BREAK NEW GROUND** IN THE DEVELOPMENT OF **GREEN BUSINESS MODELS** AND GLOBAL COMMITMENTS TO HEALTHY ECOSYSTEMS AND SUSTAINABLE GROWTH.



EMPLOY SUSTAINABLE BUSINESS PRACTICES

CELB advises companies on bold and profitable commitments to sustainability in their products, operations and supply chains, and hosts an action-oriented forum for corporate leaders to exchange ideas on how to implement best practices



INVEST IN CONSERVATION

CELB leverages innovative financial mechanisms to direct corporate support to critical habitats that directly benefit conservation while ensuring livelihoods for surrounding communities



COMMUNICATE STRATEGICALLY

CELB uses innovative communications campaigns to raise public awareness about environmental solutions and empower people to make a difference through communications, cause marketing campaigns and individual actions



CREATE ECOSYSTEM MARKETS

CELB works with the private sector, governments and civil society to mobilize business investment in ecosystem markets, including forest conservation, as a solution to climate change



IMPLEMENT SUSTAINABLE PRODUCTION

CELB engages leaders in agribusiness, consumer products and retail to meet growing global demands for food, water and energy in ways that preserve and restore healthy ecosystems



PROMOTE NET POSITIVE IMPACTS

CELB provides companies the knowledge and analytical tools they need to make better decisions for protecting and restoring healthy ecosystems where they operate, resulting in net positive impacts

ACCOMPLISHMENTS FROM

10+ YEARS
OF INNOVATIVE
PARTNERSHIPS

TRANSFORMING INDUSTRY PRACTICES

CI HAS ENGAGED MORE THAN

30 MAJOR COMPANIES

OR CORPORATE ALLIANCES TO CATALYZE GREEN REFORMS IN KEY INDUSTRIES

CONSERVING LAND AND WATER

CI CORPORATE ENGAGEMENTS HAVE ENABLED THE PROTECTION OR IMPROVED MANAGEMENT OF

17 MILLION ACRES

IMPLEMENTING FIELD MODELS

MORE THAN 40 CORPORATE PARTNERSHIPS HAVE SUPPORTED PRECEDENT-SETTING FIELD PROJECTS IN OVER

20 COUNTRIES ACROSS **4 CONTINENTS**

INVESTING IN CONSERVATION

SINCE 2000, CI HAS GENERATED MORE THAN

\$125 MILLION

IN CORPORATE SUPPORT FOR CONSERVATION OUTCOMES

ENGAGING A NEW AUDIENCE

CI HAS REACHED MORE THAN

10⁰S OF MILLIONS
OF CONSUMERS
+ EMPLOYEES

THROUGH COMMUNICATIONS CAMPAIGNS



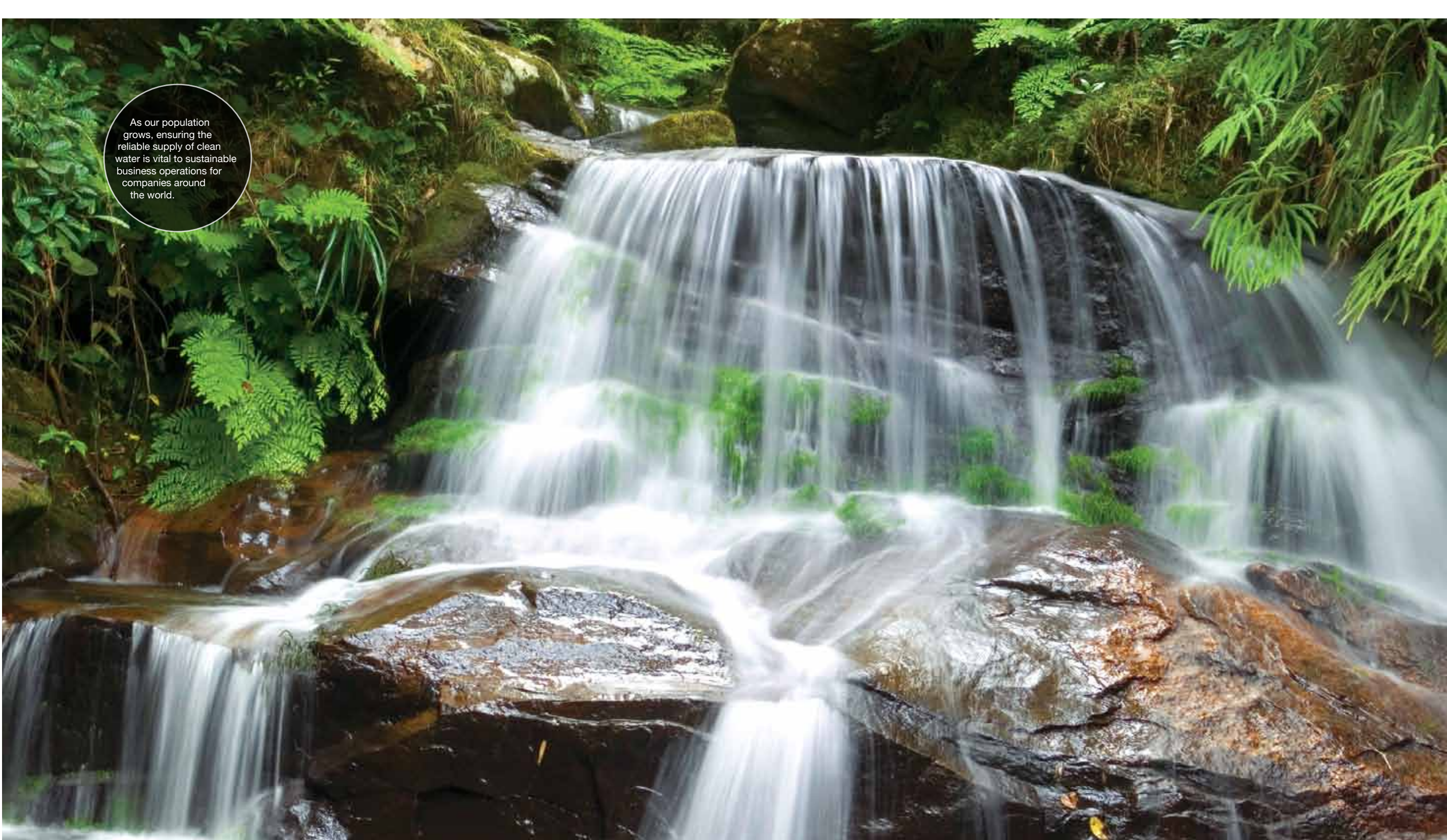
CENTER FOR **ENVIRONMENTAL LEADERSHIP** IN BUSINESS

Companies in today's increasingly competitive global marketplace are focusing their efforts on outstanding environmental performance as a business imperative. Corporate leadership is pointing the way to new models of economic growth—by measuring the production and value of nature—that are more sustainable, both environmentally and financially.

CELB offers a wide range of products and services to our corporate partners to improve their business practices, creating and implementing strategies that combine bold commitments to sustainability with practical solutions that deliver benefits to the bottom line and the environment.

CELB also cultivates investment in conservation initiatives, supporting field-level conservation and ensuring economic benefits to local communities. CI's scientists and policy experts—in climate, agriculture, fresh water, ecosystem finance and marine conservation—create our core competency in environmental conservation with a strategic focus on contributing to the maintenance of the healthy ecosystems that support us all.

Since CI was established in 1987, we have worked collaboratively with business—from small-scale farmer co-ops to the world's largest corporations. CELB focuses its efforts on industries with the greatest impact on ecosystems: food & agriculture, oil & gas, mining, retail & consumer products and the financial services sector. The success of CI's new mission and strategic direction—safeguarding nature for the well-being of people everywhere—will depend in part on mobilizing private sector ingenuity and resources to create healthy, sustainable economies.



As our population grows, ensuring the reliable supply of clean water is vital to sustainable business operations for companies around the world.



OUR MISSION

Building upon a strong foundation of science, partnership and field demonstration, CI empowers societies to responsibly and sustainably care for nature, our global biodiversity, for the well-being of humanity.

OUR VISION

We imagine a healthy, prosperous world in which societies are forever committed to caring for and valuing nature, our global biodiversity, for the long-term benefit of people and all life on Earth.

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