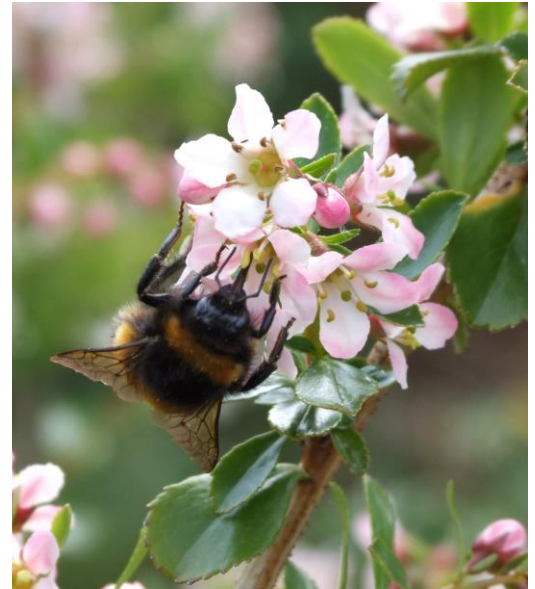


Introduction

The Importance of 'Wildlife at Work'

Biodiversity, or the variety of life around us, is an essential part of our environment and is fundamental to our quality of life and contributes to our social and economic well being. Everyone, including business depends upon the natural world for their livelihoods, quality of life, and to provide basic ecological services on which all life depends. It helps to stabilise the climate and provide clean air and water, services vital for a stable operating environment.

Wildlife is disappearing at a frightening pace all across the world. This loss of this natural heritage represents a risk to business. As diversity disappears, so do our raw materials and the opportunities for new products, new technologies and new business opportunities.



'Wildlife at Work' Works

The links between nature conservation and business may not seem immediately obvious but here are some of the positive actions 'Wildlife at Work' can bring to your business:

- **Green Credentials:**

Taking action for Wildlife will improve your company's corporate social responsibility image. Confirming to your employees,



customers, suppliers, local community and other companies that you understand how vital the environment is and that you are aware of your local responsibilities. This can lead to a great deal of positive press coverage for your business and the local neighbourhood.

- **Financial Savings:**

Consideration of nature conservation does not have to cost a great deal. In many cases positive actions for your local environment can generate savings.

E.g. Reducing herbicide and pesticides, using native tree and shrub species in landscaping schemes, leaving areas of grass uncut can all help local wildlife and reduce business costs.



Introduction

- **Staff and Community Well Being:**

Improve staff morale, health and engagement by involving them with their local environment. Wildlife enhancements also help to create a nicer working environment, improving surroundings for your staff, wildlife as well as giving something back to your local community.



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- **Achievement of Environmental Performance Indicators (EPI):**

Good environmental performance makes good business sense. Key Performance Indicators help companies manage and communicate the links between environmental and financial performance.

Businesses that measure, manage and communicate their environmental performance are inherently well placed to improve their processes, reduce their costs, comply with regulatory requirements and stakeholder expectations, and will enable them to take advantage of new market opportunities.

- **Protecting the Environment:**

Successful management of your natural environment will help your business ensure that it is not only meeting minimum legal requirements for environmental protection but also creating a high quality local landscape. Our natural world performs many crucial environmental services. E.g. wetlands can help control flooding, peat bogs help to 'soak up' carbon dioxide and filter our water, trees and woodlands help to provide clean air, and insects pollinate our crops.

Doing your bit for nature conservation

Business gets a lot out of the environment – now it's time to return the favour. No matter how big or small your site, there's something in this 'Wildlife at Work' pack to help your company make a positive contribution to ecological conservation, which can in turn benefit your business.

Make a start today by:

- Incorporating biodiversity into your company policy.
- Managing your company's land to enhance and conserve its wildlife value.
- Involving staff in nature conservation initiatives and team-building events on your own land or in the local community.
- Making a financial contribution to local wildlife conservation projects and initiatives.
- Carrying out an environmental audit of your company's activities.

