COLLABORATING FOR CONSERVATION
CORPORATE ENGAGEMENT
The Wildlife Conservation Society saves wildlife and wild places worldwide. We do so through science, global conservation, education, and the management of the world’s largest system of urban wildlife parks, led by the flagship Bronx Zoo. Together these activities change attitudes toward nature and help people imagine wildlife and humans living in harmony. WCS is committed to this mission because it is essential to the integrity of life on Earth.
Near the southern tip of Chile, a global company and a conservation organization are saving wildlife. There, an extraordinary wild landscape has been conserved through a partnership between Goldman, Sachs & Co. and WCS. Together, we have secured the Karukinka reserve, a 1,200-square-mile protected area on the island of Tierra del Fuego. The reserve includes the world’s southernmost old-growth forest. It is a rare ecosystem where three different wetland systems come together with unique species such as magellanic woodpeckers and guanacos. Goldman Sachs has established an endowment to ensure continued stewardship of the reserve. Such cooperation between businesses and conservation organizations is vital, as we strive to protect wildlife and wild places from ever-increasing threats.

With leadership and results dating back to 1895, WCS has evolved into the world’s most comprehensive wildlife conservation organization. Our conservationists and wildlife veterinarians are on the ground in more than 60 countries, in many cases for decades. Our five wildlife parks in New York City reach more than 4 million visitors, 3,000 teachers, and 100,000 students each year. From Southeast Asia to Central Africa, we conduct cutting-edge disease investigations and work to prevent the transmission of pathogens between wildlife, livestock, and humans. The additive strength derived from our parks, our field conservation work, and our global health network is unparalleled. With our Bronx Zoo headquarters in New York City, WCS is well positioned to engage with companies whose products, values, and operations align with science-based conservation goals.

WCS is proud of our corporate relationships. They come in different forms: strategic philanthropy, marketing and sponsorship, and operational engagement. Such collaborations have helped us achieve real results, such as securing the southern hemisphere’s largest beech forests; protecting nearly one-third of all tropical coral species threatened with extinction; and creating alternative livelihoods that supplant the incentive to poach elephants, gorillas, and lions in sub-Saharan Africa.

We look forward to working with your company to save wildlife and wild places. Together, we can improve the state of the Earth for future generations.
CORPORATE PHILANTHROPY

Discover the Amazing Animals of Jamaica Bay
CORPORATE PHILANTHROPY HAS EVOLVED TO BECOME MORE STRATEGIC, EFFECTIVE, AND CONNECTED TO A COMPANY'S VALUES.

WCS works closely with corporate partners to build philanthropic initiatives that deliver clear conservation and education outcomes. Our partners turn to WCS knowing their philanthropic investment will generate measurable returns, including brand equity, customer loyalty, and employee satisfaction.

Opportunities for philanthropic engagement reflect the breadth of WCS’s mission in New York City and around the world, including science education programs for underserved youth, workforce development initiatives that advance green jobs, innovative capital projects at the Bronx Zoo and New York Aquarium, global conservation programs designed to save wildlife and wild places in the world’s most threatened land and seascapes, and global health initiatives aimed at reducing disease transmission between wildlife, livestock, and humans.

We work with our corporate partners to educate others about conservation through a range of channels that include media outreach, newsletters, events, in-park presence, websites, member/patron outreach, and naming opportunities.

[LEFT] Teen docents supported by National Grid help visitors to WCS’s New York Aquarium learn about their local seascape.

National Grid is committed to supporting initiatives that inspire youth to pursue science, technology, engineering, and math skills in the communities we’re proud to serve. WCS’s unique math and science programs engage students in an interesting, fun way. This partnership directly supports National Grid’s Engineering Our Future Initiative, giving students the opportunity to choose engineering as a career choice.

— Ken Daly, National Grid President for New York

nationalgrid

National Grid, an international energy delivery company, supplies electricity and natural gas to customers in Massachusetts, New Hampshire, New York, and Rhode Island. Serving millions of customers in New York and New England, National Grid is committed to giving back to the community and to preserving the environment. By supporting WCS science-focused educational programs at the New York Aquarium, Queens Zoo, and Prospect Park Zoo, National Grid addresses both of those priorities. This collaboration is a part of National Grid’s Engineering Our Future Initiative to encourage young people to study science, technology, engineering, and math.
As a company that has long recognized the importance of preserving the natural environment, we are very proud to have supported research by WCS that is helping to protect the Patagonian landscapes and seascapes and the rich biodiversity that exists within them.

— Seiei Ono, President and CEO of Mitsubishi International Corporation and President of the Mitsubishi Corporation Foundation for the Americas

National Grid’s multi-year commitment will support the docent program at the New York Aquarium and the Conservation Math presented by National Grid program at the Aquarium, Queens Zoo, and Prospect Park Zoo. The docent program helps New York City youth learn important natural science and ecological principles. It develops positive attitudes toward wildlife while promoting environmental awareness among aquarium visitors. Conservation Math lessons incorporate literacy and math skills, using animals to teach biology and help students understand the importance of conserving natural resources.

As a company that has long recognized the importance of preserving the natural environment, we are very proud to have supported research by WCS that is helping to protect the Patagonian landscapes and seascapes and the rich biodiversity that exists within them.

Mitsubishi has enabled WCS to improve ecosystem management in the biologically diverse coastal regions of Argentina and has contributed to the recovery of marine birds and mammals. Further, it has helped revitalize the Bronx while fulfilling Mitsubishi’s commitment to support local communities working toward conservation solutions.

For almost two decades before the International Whaling Commission’s moratorium on whaling in 1986, WCS was already at work in coastal Patagonia, conducting research on, and protecting, the southern right whale. Over the ensuing decades, WCS has made important wildlife discoveries and helped create protected areas along the Argentine coast. This resonated with the mission of the Mitsubishi Corporation Foundation for the Americas to preserve the global environment and pursue sustainable development.

Mitsubishi decided to support WCS’s work on the Patagonia coast with a multi-year grant that allowed us to take on the management of two new marine protected areas and the protection of the largest parrot colony in the world. This support was instrumental in the creation of the Golfo San Jorge Marine Park, home to some of the region’s rarest and endangered seabirds and Patagonia’s only breeding colony of southern giant petrels.

The foundation also supported an effort to protect and make accessible a portion of the Bronx River in New York City through the creation of the Mitsubishi Riverwalk, adjacent to WCS’s Bronx Zoo.

Mitsubishi has enabled WCS to improve ecosystem management in the biologically diverse coastal regions of Argentina and has contributed to the recovery of marine birds and mammals. Further, it has helped revitalize the Bronx while fulfilling Mitsubishi’s commitment to support local communities working toward conservation solutions.

As a company that has long recognized the importance of preserving the natural environment, we are very proud to have supported research by WCS that is helping to protect the Patagonian landscapes and seascapes and the rich biodiversity that exists within them.

— Seiei Ono, President and CEO of Mitsubishi International Corporation and President of the Mitsubishi Corporation Foundation for the Americas

For almost two decades before the International Whaling Commission’s moratorium on whaling in 1986, WCS was already at work in coastal Patagonia, conducting research on, and protecting, the southern right whale. Over the ensuing decades, WCS has made important wildlife discoveries and helped create protected areas along the Argentine coast. This resonated with the mission of the Mitsubishi Corporation Foundation for the Americas to preserve the global environment and pursue sustainable development.

Mitsubishi decided to support WCS’s work on the Patagonia coast with a multi-year grant that allowed us to take on the management of two new marine protected areas and the protection of the largest parrot colony in the world. This support was instrumental in the creation of the Golfo San Jorge Marine Park, home to some of the region’s rarest and endangered seabirds and Patagonia’s only breeding colony of southern giant petrels.

The foundation also supported an effort to protect and make accessible a portion of the Bronx River in New York City through the creation of the Mitsubishi Riverwalk, adjacent to WCS’s Bronx Zoo.

Mitsubishi has enabled WCS to improve ecosystem management in the biologically diverse coastal regions of Argentina and has contributed to the recovery of marine birds and mammals. Further, it has helped revitalize the Bronx while fulfilling Mitsubishi’s commitment to support local communities working toward conservation solutions.

As a company that has long recognized the importance of preserving the natural environment, we are very proud to have supported research by WCS that is helping to protect the Patagonian landscapes and seascapes and the rich biodiversity that exists within them.

As a company that has long recognized the importance of preserving the natural environment, we are very proud to have supported research by WCS that is helping to protect the Patagonian landscapes and seascapes and the rich biodiversity that exists within them.

— Seiei Ono, President and CEO of Mitsubishi International Corporation and President of the Mitsubishi Corporation Foundation for the Americas

For almost two decades before the International Whaling Commission’s moratorium on whaling in 1986, WCS was already at work in coastal Patagonia, conducting research on, and protecting, the southern right whale. Over the ensuing decades, WCS has made important wildlife discoveries and helped create protected areas along the Argentine coast. This resonated with the mission of the Mitsubishi Corporation Foundation for the Americas to preserve the global environment and pursue sustainable development.

Mitsubishi decided to support WCS’s work on the Patagonia coast with a multi-year grant that allowed us to take on the management of two new marine protected areas and the protection of the largest parrot colony in the world. This support was instrumental in the creation of the Golfo San Jorge Marine Park, home to some of the region’s rarest and endangered seabirds and Patagonia’s only breeding colony of southern giant petrels.

The foundation also supported an effort to protect and make accessible a portion of the Bronx River in New York City through the creation of the Mitsubishi Riverwalk, adjacent to WCS’s Bronx Zoo.

Mitsubishi has enabled WCS to improve ecosystem management in the biologically diverse coastal regions of Argentina and has contributed to the recovery of marine birds and mammals. Further, it has helped revitalize the Bronx while fulfilling Mitsubishi’s commitment to support local communities working toward conservation solutions.

For almost two decades before the International Whaling Commission’s moratorium on whaling in 1986, WCS was already at work in coastal Patagonia, conducting research on, and protecting, the southern right whale. Over the ensuing decades, WCS has made important wildlife discoveries and helped create protected areas along the Argentine coast. This resonated with the mission of the Mitsubishi Corporation Foundation for the Americas to preserve the global environment and pursue sustainable development.

Mitsubishi decided to support WCS’s work on the Patagonia coast with a multi-year grant that allowed us to take on the management of two new marine protected areas and the protection of the largest parrot colony in the world. This support was instrumental in the creation of the Golfo San Jorge Marine Park, home to some of the region’s rarest and endangered seabirds and Patagonia’s only breeding colony of southern giant petrels.

The foundation also supported an effort to protect and make accessible a portion of the Bronx River in New York City through the creation of the Mitsubishi Riverwalk, adjacent to WCS’s Bronx Zoo.

Mitsubishi has enabled WCS to improve ecosystem management in the biologically diverse coastal regions of Argentina and has contributed to the recovery of marine birds and mammals. Further, it has helped revitalize the Bronx while fulfilling Mitsubishi’s commitment to support local communities working toward conservation solutions.
ALIGNING CONSERVATION AND BUSINESS SOLUTIONS

A humpback whale breaches in the Gulf of Guinea on the western coast of Central Africa.
At WCS, we leverage scientific knowledge, field-based experience, and strong local relationships to help companies understand and mitigate their impacts on biodiversity and the environment. A range of companies have joined with WCS to address operational issues, leading to improved conservation outcomes. For example, we have worked with mining companies to define best practices and to design tools for biodiversity-sensitive resource extraction. We have worked with energy companies to design strategies that support wildlife and improve livelihoods for some of the world’s poorest communities. We work with companies to develop approaches that help species, systems, and communities thrive.

These collaborations achieve much more than simply helping a company to become ecologically responsible. In landscapes and seascapes across the globe, they deliver practical business solutions that also contribute to conservation.

The Gulf of Guinea, off the coast of West Africa, is in one of the world’s most active oil exploration and production (E&P) regions, generating more than 6 percent of Earth’s oil. The area is also home to productive ecosystems and rich marine biodiversity, including resident and migratory marine mammals and turtles. Many of these marine species are endangered or threatened. Some are endemic to the Gulf of Guinea and found nowhere else in the world. Whales make long-distance migrations to these coastal and offshore waters, while dolphins use particular coastal habitats year-round. Female marine turtles depend on the region’s beaches for nesting and nearshore waters for feeding and resting before returning to the beach to lay more eggs.

Offshore E&P activities, along with the development of onshore facilities supporting them, have the potential to impact these species and their habitats. Industry operators are required to develop and implement plans to mitigate such impacts. Some companies take further steps to protect species and their habitats, particularly when there are endangered species or sensitive habitat concerns.

Angola LNG (ALNG) is a project developed jointly by Sonangol, the national oil company of Angola, Chevron, and other shareholders BP, ENI, and Total, to liquefy and export natural gas from the offshore oil fields, as a commercial alternative to the flaring or reinjection of gas associated with oil production. As a part of the implementation of its Biodiversity Action Plan, ALNG asked WCS to assist in its development of a better understanding of the
An olive ridley sea turtle laying her eggs on the shores of Mayumba National Park, Gabon. She was later fitted with a satellite tag that showed her movement south into the waters off Angola.

Presence of marine species in the project area, as well as the identification of potential programs to protect key species and the habitats that might be affected by the construction and operation of the project. WCS brought to the collaboration a history of working on conservation issues in the region, along with important expertise in conservation science, training, and education.

WCS applied its unique regional and species-related expertise to develop high-quality scientific information on key marine species, to identify important habitats, and where appropriate, to jointly implement protective solutions. WCS provided both baseline and in-depth information about whales, dolphins, West African manatees, sea turtles, and the potential risks and impacts they face. Additionally, ALNG worked with WCS on recommendations for conservation actions, mitigation of threats, and longer-term monitoring initiatives for these iconic species in this area of northern Angola.

Our mission to save the world’s biodiversity and educate the next generation of conservationists cannot be accomplished in isolation. Collaboration with the private sector is critical. Through tailored, pragmatic partnerships, we can accomplish both conservation and business goals.

— WCS Exec. V.P. for Global Resources Bertina Ceccarelli

WCS surveyed the ocean-facing beaches of Angola’s Sereia Peninsula (near the mouth of the Congo River), producing a better understanding of the overall use of the area by marine turtles. It found leatherback, olive ridley, and green turtles using these beaches and coastal waters. In collaboration with ALNG, WCS staff designed a community-based monitoring and conservation program focused on the physical safeguarding of sea turtles and their nests, as well as education of the local community about the importance of preserving the marine turtle population. WCS staff ran the Project Sereia Turtle Management Program during the first two years of the project, after which ALNG staff took responsibility for the program and continue to manage it today. The turtle management program has successfully reduced the threat of predation and poaching to three species of marine turtles on the Sereia Peninsula.

The collaboration between WCS and ALNG has achieved important goals for both organizations. For ALNG, it has provided valuable information based on which the company has developed and implemented important additional practices that are protective of biodiversity. ALNG has encouraged the national government to designate the area across the Sereia Peninsula as a nature preserve to prevent additional impacts to biodiversity in the area as the population of the nearby city of Soyo grows.

WCS is continuing to work in the Gulf of Guinea by collaborating on a new project with Chevron and its partners aimed at better understanding the presence, abundance and behaviors of whales in an area where there are offshore operations. Information resulting from this work will contribute to WCS’s long-term whale conservation efforts.

For WCS, working with Chevron and ALNG provides the opportunity to have physical access to areas that might otherwise be difficult to reach and to collaborate with industry on ways to protect marine animals. Through this joint effort, both organizations can take pride in their work to advance conservation science and contribute to broader regional conservation of these species.
MARKETING AND SPONSORSHIP OPPORTUNITIES

A sea lion shows its artistic side during animal enrichment activities sponsored by Benjamin Moore at the Prospect Park Zoo.
Our work around the world has resulted in visibility internationally and in the United States. We have a unique global wildlife health capability that serves both wildlife conservation and human public health. In a recent survey, WCS was ranked among the top 100 Nonprofit Brands in the USA. Another large-scale survey by the consulting firm Insights confirmed the power of the WCS brand as an authoritative, trusted voice on conservation. In the dozens of countries in which we work, our voice is equally trusted and often more powerful in delivering science-based conservation outcomes.

Each year, WCS’s New York City wildlife parks attract more than 4 million visitors, most from the greater New York region. Overall media coverage is impressive. In 2010, broadcast earned media was valued at $11.1 million, reaching more than 246 million viewers. CNN, Fox News, ABC, CBS, NBC, National Geographic Channel, Discovery Channel, National Public Radio, and many other networks regularly feature stories about WCS. Print media coverage reaches a total of 259 million while online media have recorded close to 30 billion hits in one year. Together, print and online exposure was valued at nearly $20 million in 2010. The New York Times, Wall Street Journal, New York Daily News, USA Today, Washington Post, National Geographic magazine, and dozens of other major publications frequently run articles about our work abroad and in our parks.

Further, we are developing strong social media communication channels. With well-coordinated websites and several direct marketing mechanisms reaching more than half a million consumers, we have a far-reaching digital program delivering messages efficiently across the globe.

In addition to offering park-based event and exhibit sponsorship opportunities, WCS works with global companies to develop a range of marketing opportunities. Conservation and the environment are important to consumers. Throughout our network, we can help companies present conservation-themed products and services to a dedicated constituency. Our partnerships reflect our mission and values and are selected for their alignment with our conservation goals.
Corporate Membership and Employee Engagement

Our Corporate Membership Program provides a way for companies to support WCS’s conservation and education mission while giving their employees access to our zoos and aquarium. Membership benefits include free admission to our parks on designated dates and discounted access to our event and catering facilities. Additionally, volunteer opportunities are developed to allow member employees to engage directly in conservation activities.
In 2005, Fisher-Price was on the hunt for partners who could help provide surprising and delightful play solutions and services for families with young children when they least expect it but most need it. Zoos – including WCS’s – were identified as perfect strategic partners, allowing Fisher-Price to market its brand in unique ways to families of young children.

At WCS, the partnership was brought to life through various touch points at the Bronx Zoo, including the sponsorship of Grizzly Goodies Corner, a kid-friendly picnic and dining area adjacent to the grizzly bear exhibit, and the Little People Discovery Stage. In addition to supporting these permanent features, Fisher-Price also hosts special play events and character appearances at the Bronx Zoo. The partnership expanded in 2011 to include support for the WCS Run for the Wild, a 5-kilometer run/walk through the Bronx Zoo and New York Aquarium that has attracted over 8,500 participants. The partners continue to work together to immerse consumers in the magic of childhood at every possible opportunity.

The diversity of species and their success on this planet is essential to humankind’s survival. Benjamin Moore believes everyone has a responsibility to be a thoughtful steward of animals and their habitats. We support WCS in its wildlife conservation efforts, its pioneering programs such as animal enrichment, and its ongoing educational outreach.

— Denis Abrams, Chairman, CEO and President, Benjamin Moore & Co.
OUR CONSERVATION FOOTPRINT

Where We Work
- Landscapes
- Seascapes
- Countries
PHOTO CREDITS
cover: Julie Larsen Maher/WCS; inside cover: Graham Harris; pages 2-5 (3): Julie Larsen Maher/WCS; page 6: Tim Collins/WCS; page 9: Sara Maxwell/University of California, Santa Cruz; pages 10-17 (4): Julie Larsen Maher/WCS; back cover: Julie Larsen Maher/WCS

FOR MORE INFORMATION
Renee Ring
Director
Corporate Relationships
Wildlife Conservation Society
2300 Southern Boulevard
Bronx, NY 10460 USA
Tel: +1-718-741-1629
Fax: +1-718-364-7963
rring@wcs.org

[ INSIDE BACK COVER ] A chimpanzee in the forest of Uganda. Throughout Africa, WCS works to minimize the impact of human activity on chimp habitat.
