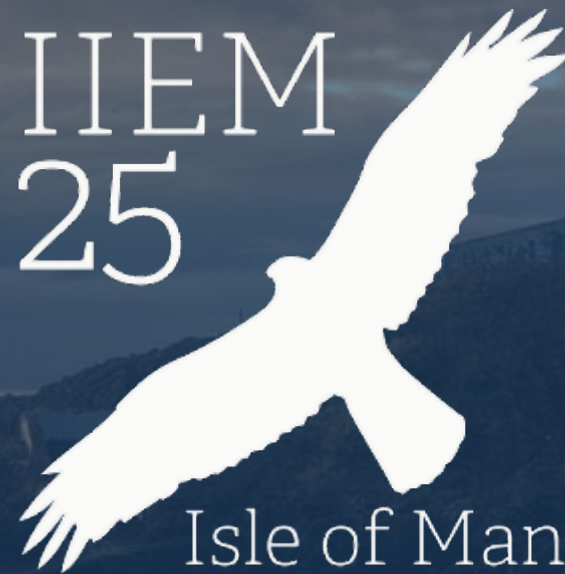


IIEM  
25



Isle of Man

# Working with corporates

Samir Whitaker, Ørsted



# My background

- 20 years of cross sector partnership experience
- Work across mining, oil & gas, renewable energy and infrastructure
- Focus on small to medium non profits
- Some successes, lots of 'learning'

# Why engage?

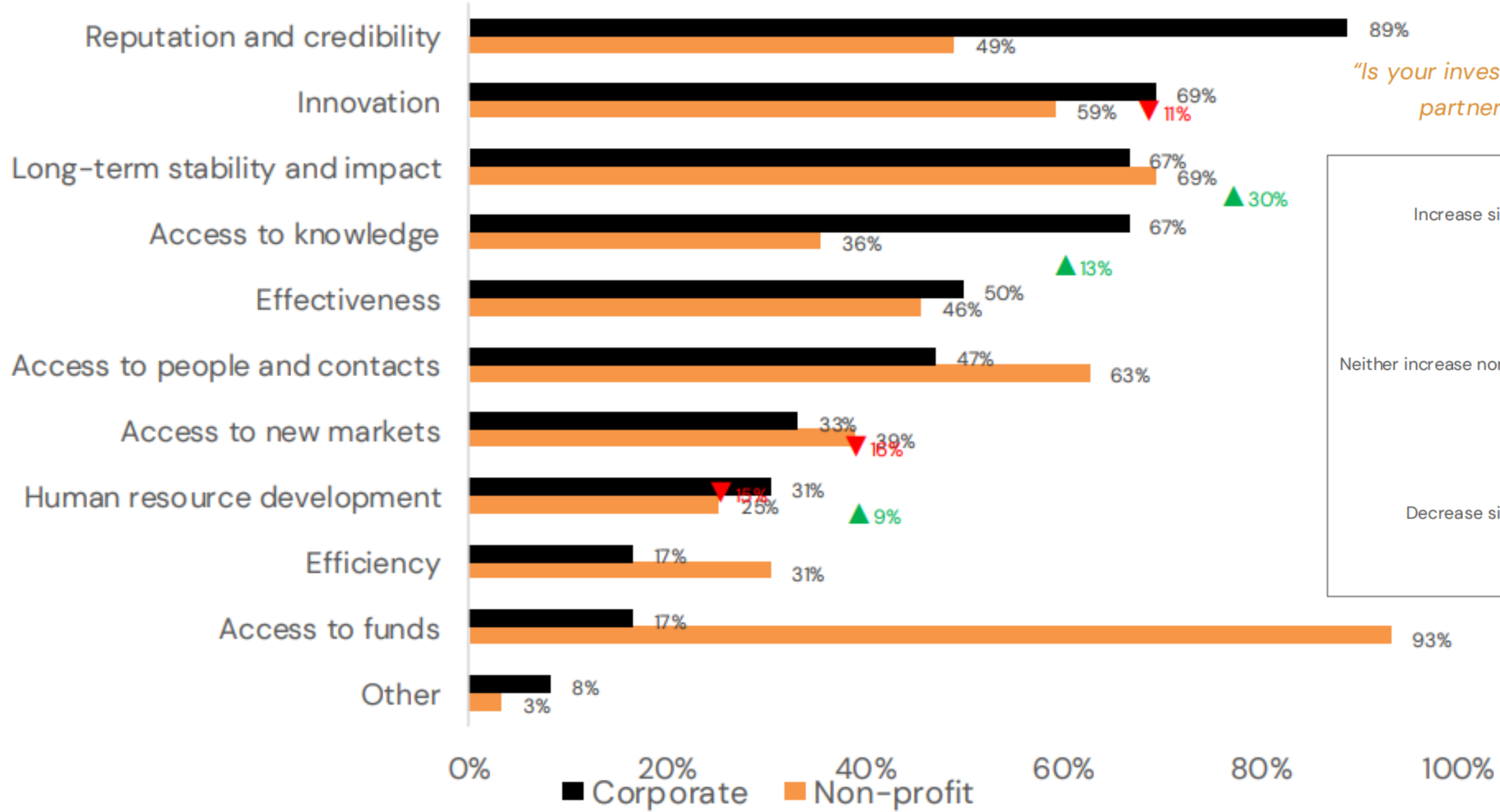
## Corporates

- Advice and expertise
- Reputation
- Market info
- Product development
- Relationships
- Risk mitigation
- License to operate
- CSR and profile
- Competitive differentiation

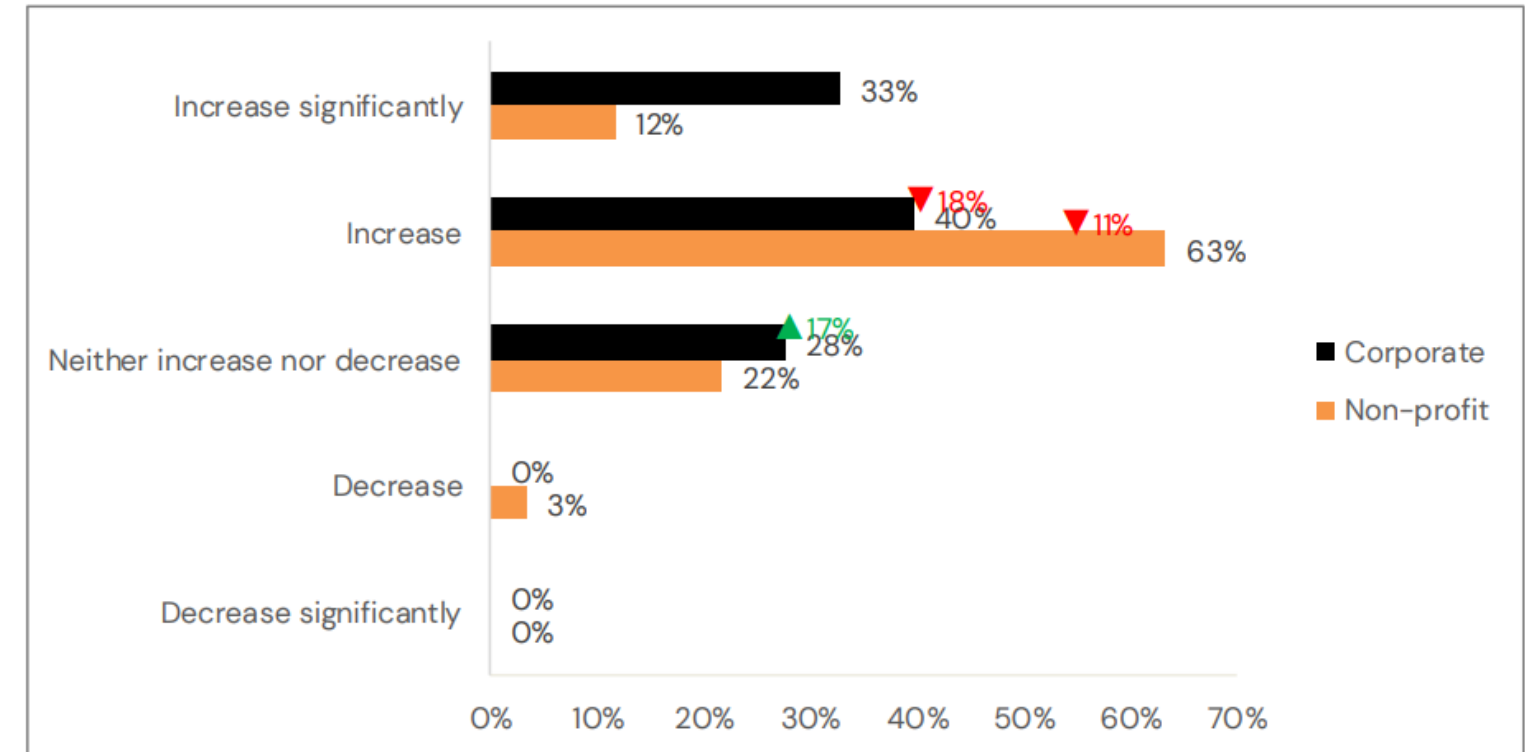
- Influence company policy
- Improve company practices
- New opportunities for funding
- Opportunities for innovation
- Increase scale and reach

## NGOs

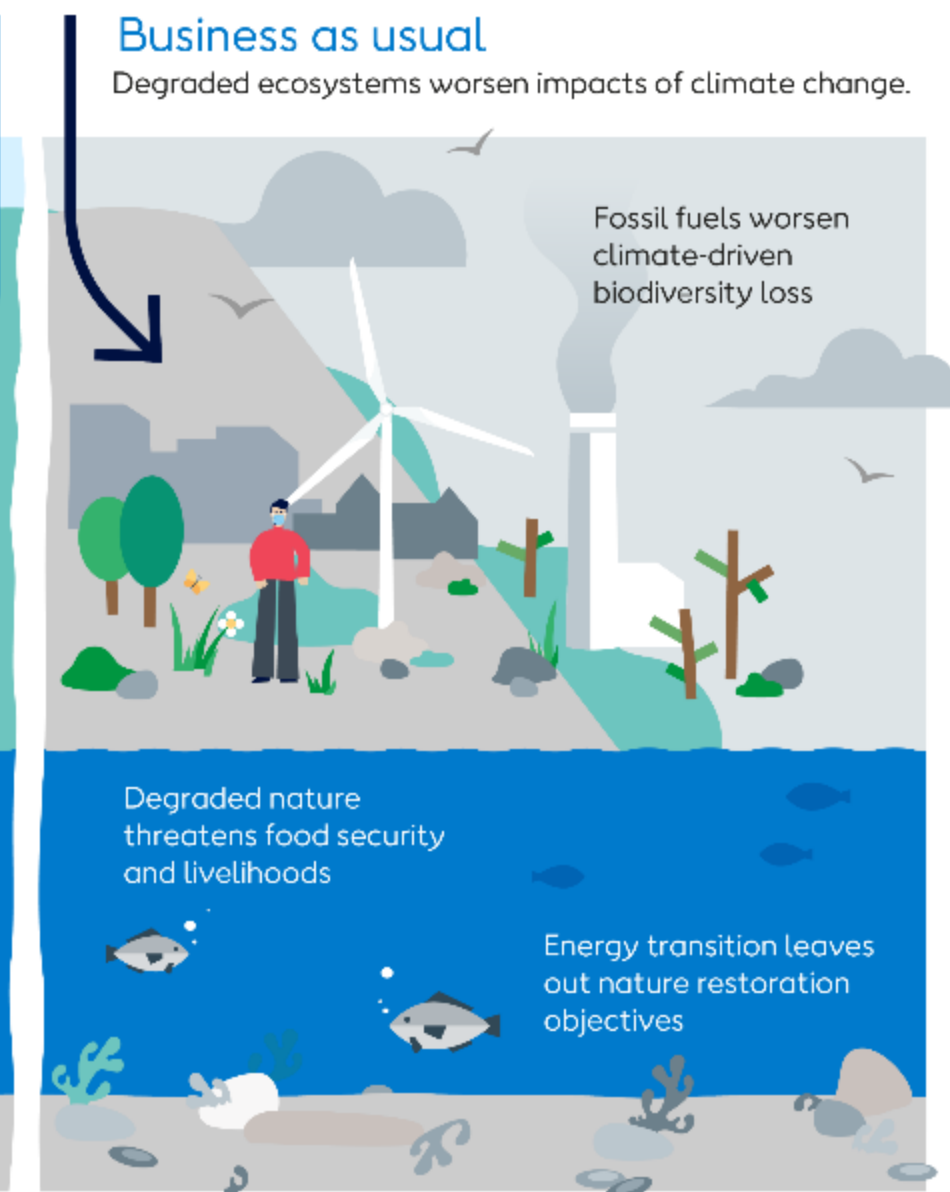
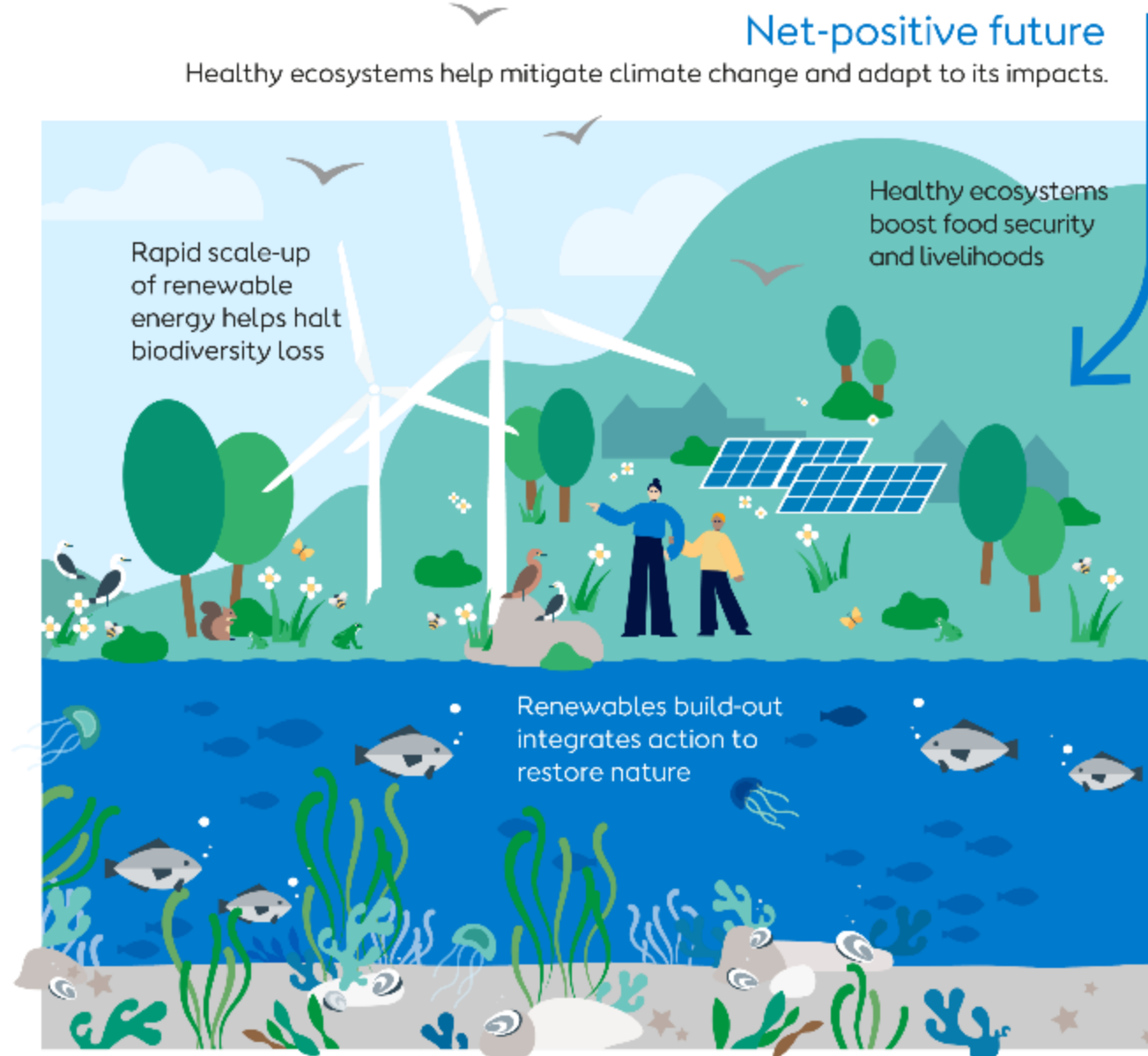
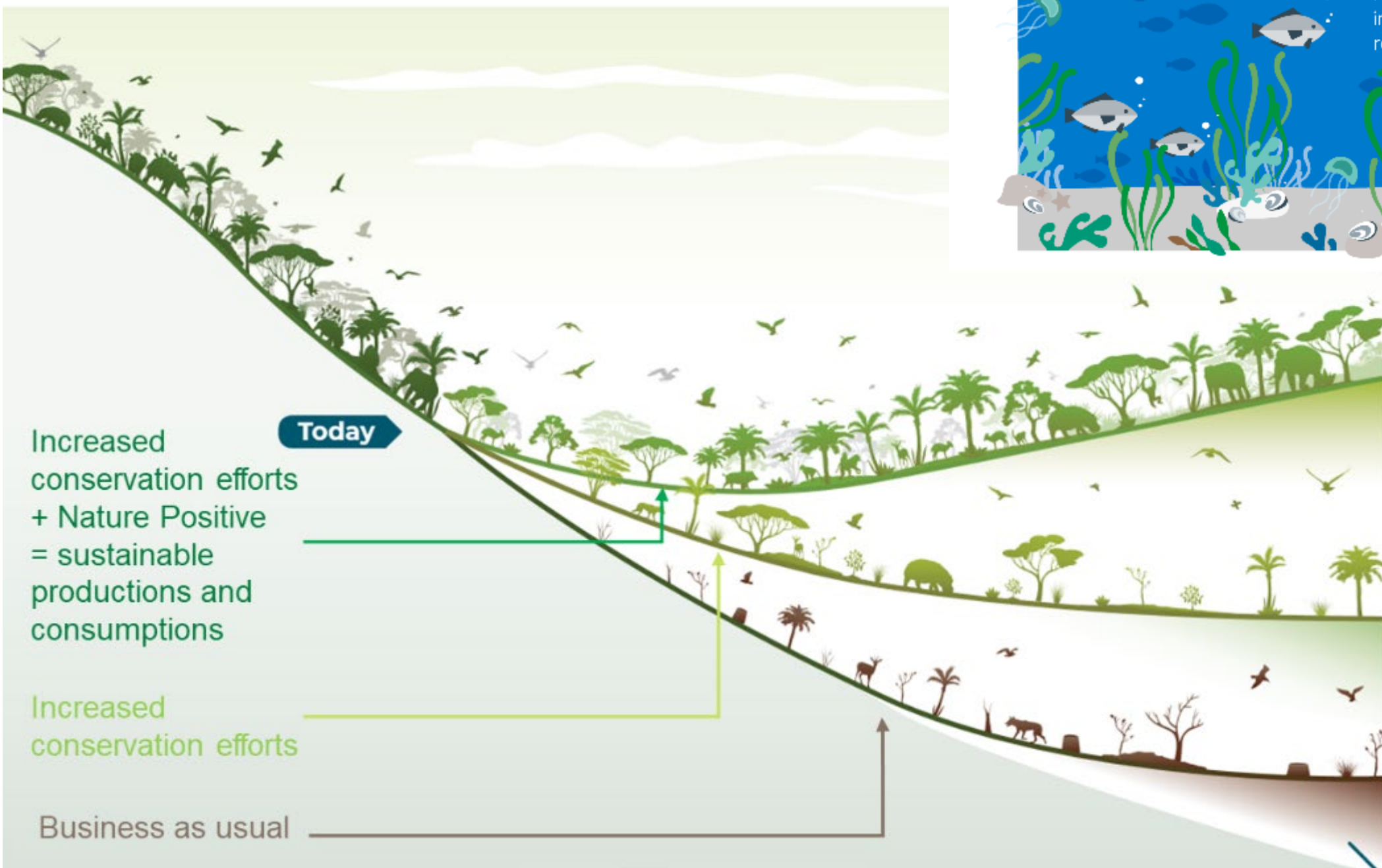
## "Why does your organisation engage in corporate-non-profit partnerships?"



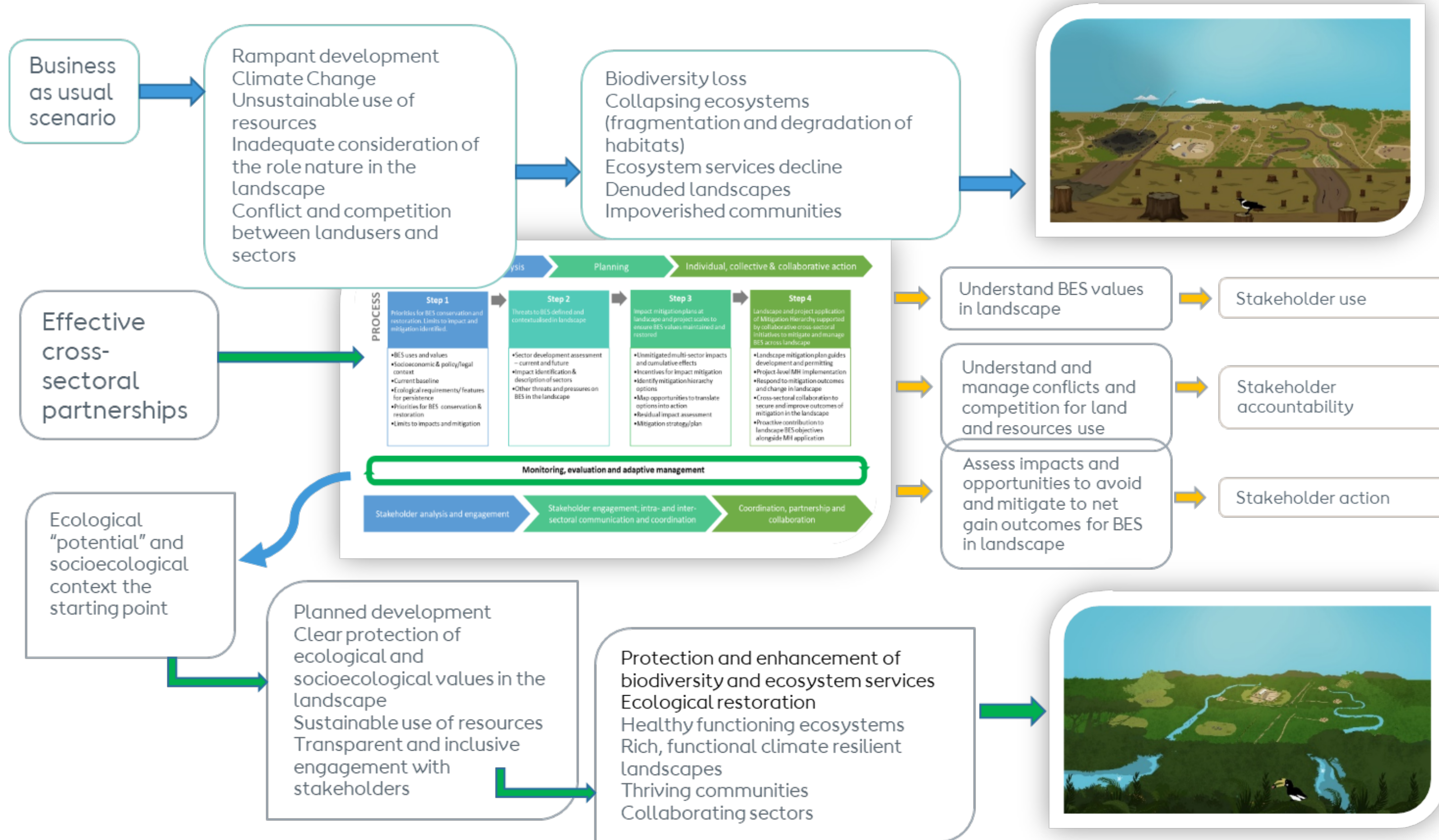
## "Is your investment [commitment, time, resources, etc] in corporate-non-profit partnerships likely to increase or decrease over the next 3 years?"



# Business as usu



# Land and seascape outcomes



# Risk drives business decisions



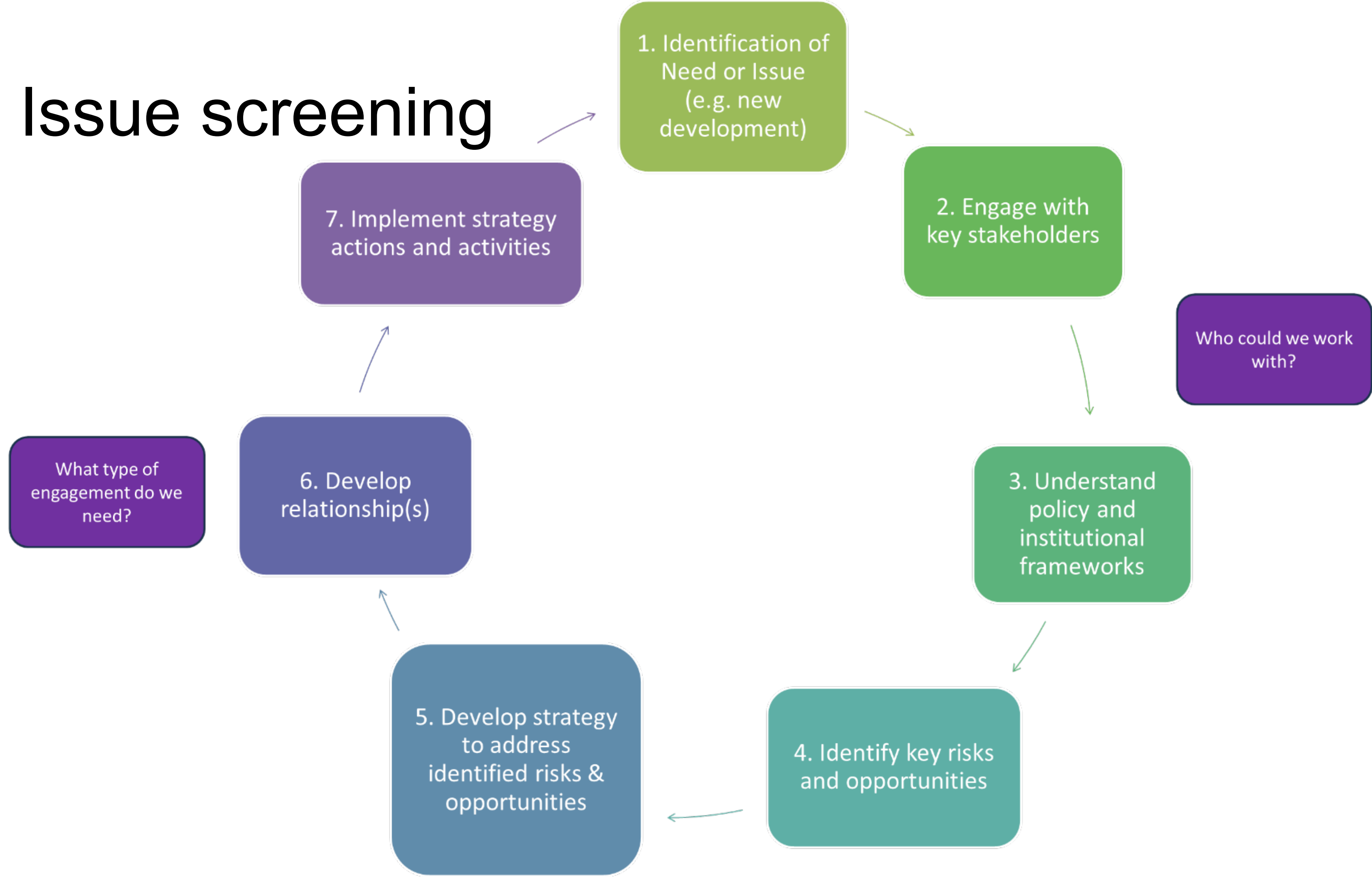
# Organisational screening

## 2. How are we positioned?

## 1. Do we want to engage?

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Strong field presence</li> <li>• Networks which allow continuous access to information and resources</li> <li>• Our internal expertise, tools and data</li> <li>• Involved in major policy arenas that affect businesses</li> <li>• Excellent technical knowledge</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Lack of core resource funding to develop and invest</li> <li>• Lack of business experience</li> <li>• Coordination within organisation</li> <li>• Clear and specific corporate engagement goals</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Growing understanding of interdependence of business on biodiversity</li> <li>• Interpret global biodiversity data</li> <li>• Well positioned to bring together policy and practice</li> <li>• New businesses scoping projects and partnership opportunities</li> <li>• Existing corporate partnerships</li> </ul>	<p><b>Constraints</b></p> <ul style="list-style-type: none"> <li>• Biodiversity is frequently not seen as material</li> <li>• Business and biodiversity engagement is not funded/sponsored by donors</li> <li>• Current global political meltdown allows short term decision making (governments, businesses)</li> <li>• Low profile in business space</li> </ul>

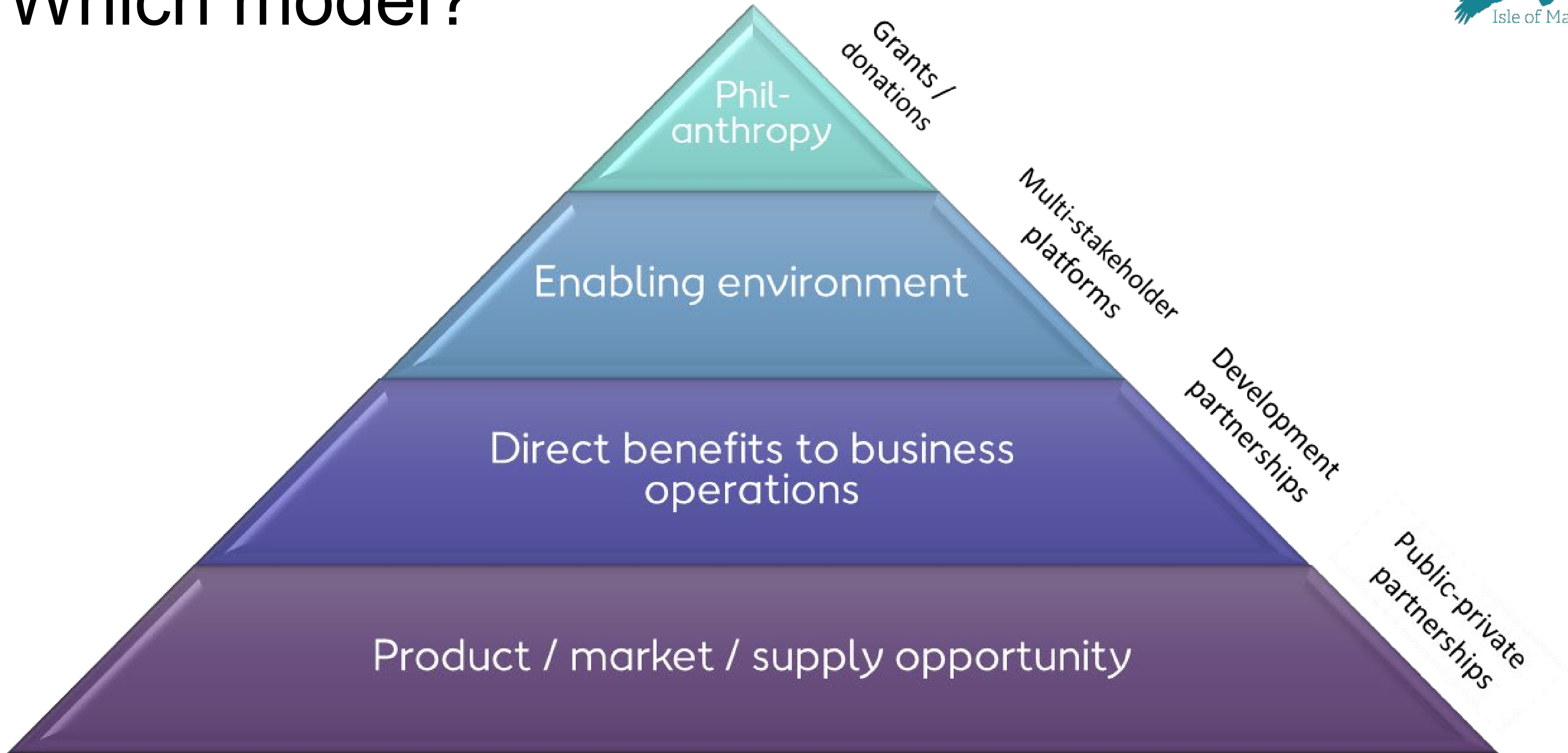
# Issue screening











# Document screening outcomes




[illegible]

# Which model?



# Due diligence

	Sponsorship	Consultancy	Influence	Partnership
Due diligence conformity		  	 	 
Branding and logo use by company	No	No	No	Yes
Financial model	Restricted income	Unrestricted income	none	Restricted + unrestricted
Financial goal	Full cost recovery	Cost recovery + margin	None	Cost recovery + investment
Governance	Account mgr	Account mgr	None	Program mgr
Level of management approval	None	Mgmt Team	None	Council

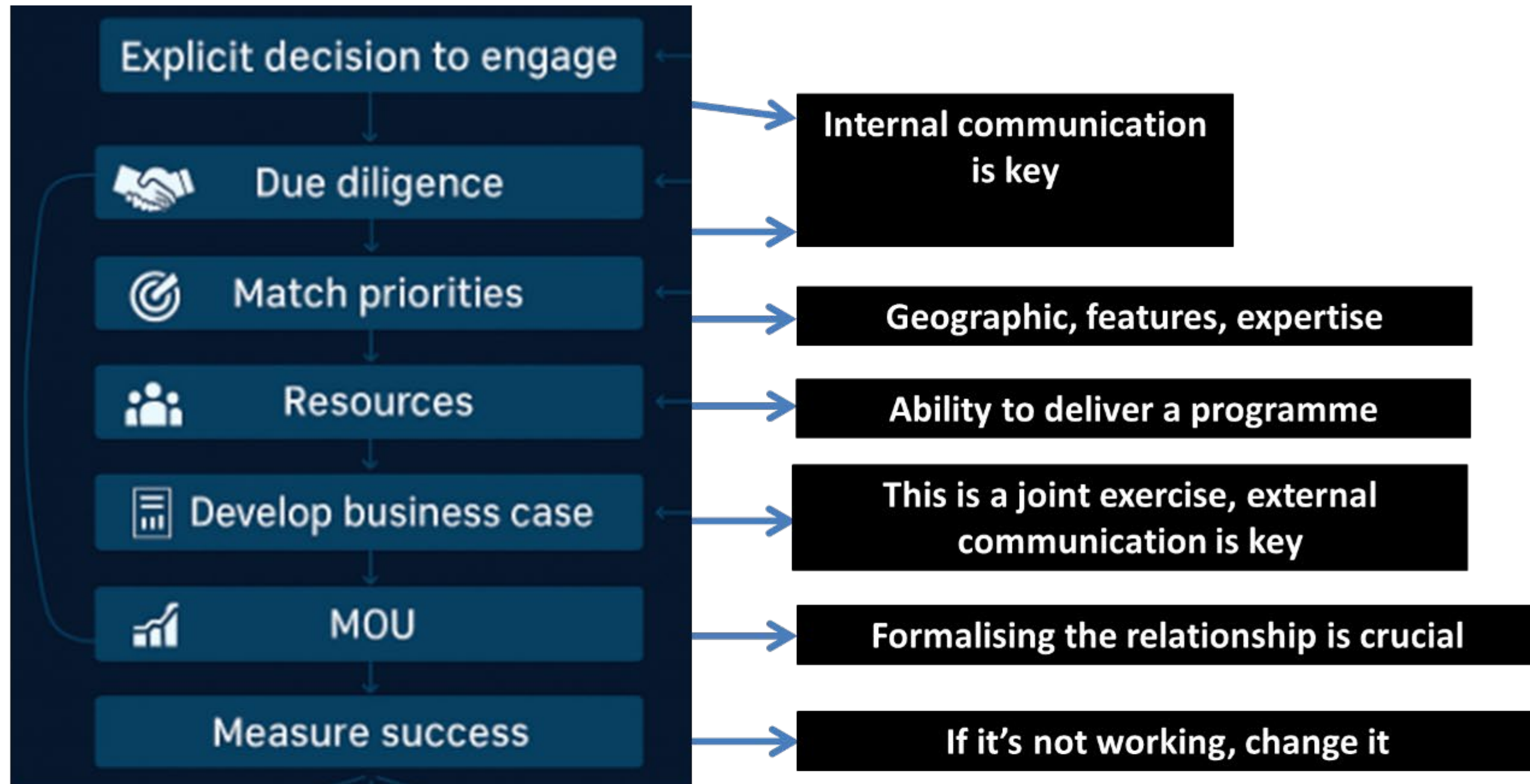
-  E.g. Renewable energy
-  E.g. Mining
-  E.g. Weapons manufacturing

# Develop a joint value proposition

What do both partners get?

- **Risk management** – access to data (on species, sites and habitats) ensures a strategic approach to risk management
- **Stakeholder engagement** – access to and participation by local stakeholders
- **NPI and conservation outcomes** – Deliver robust, measurable contributions to NPI with benefits to business and conservation
- **Technical capacity building** – Both organisations have significant technical expertise in biodiversity conservation.
- **Organisational Capacity** – engagement fosters and promotes capacity building and understanding at multiple organisational levels
- **Access to financial resources** – improves access to resources for both organisations, directly and indirectly
- **Reputational benefits** – both gain reputational benefits from the Partnership.

# Partnering flow



Financial



Comms



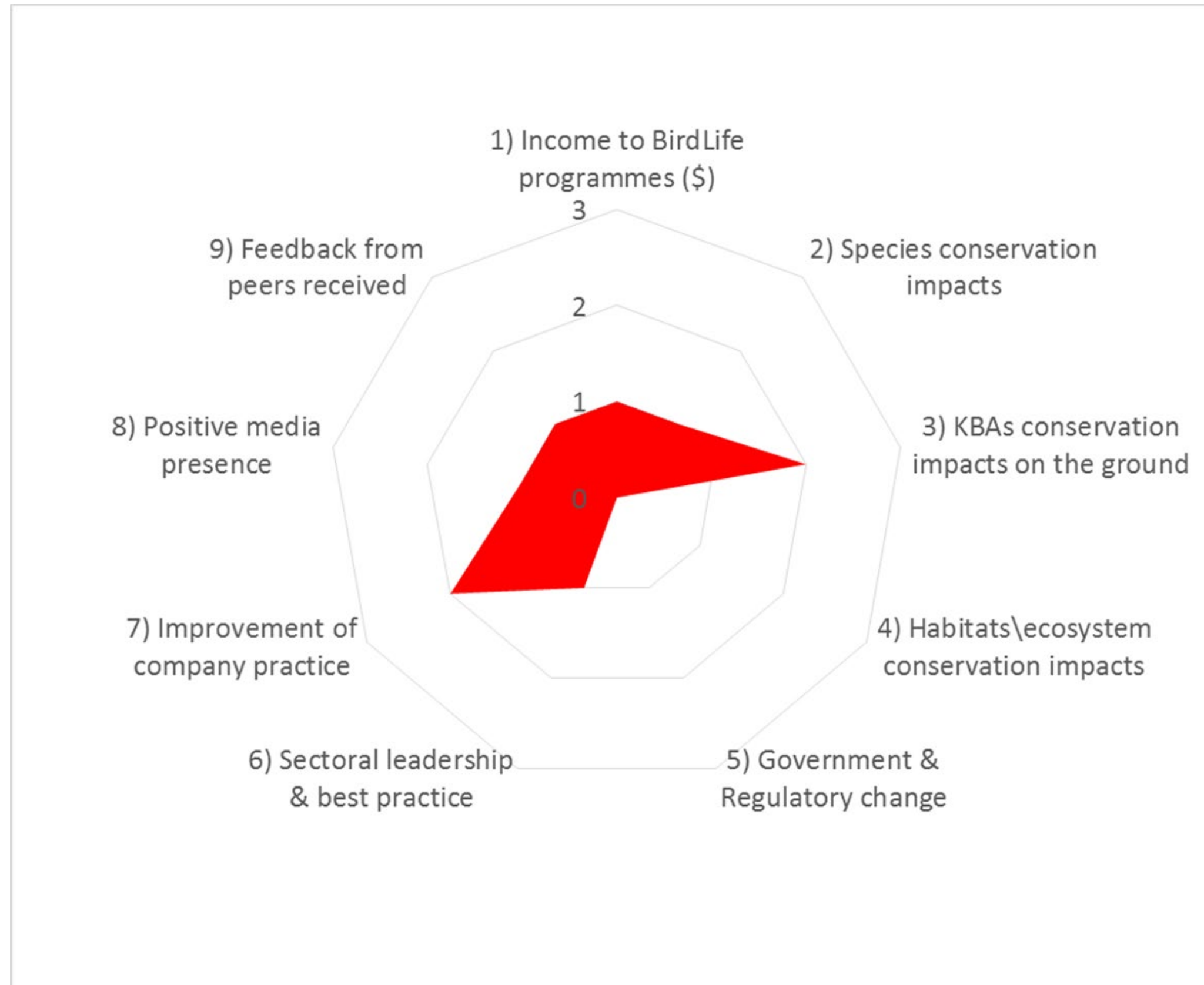
Reputation



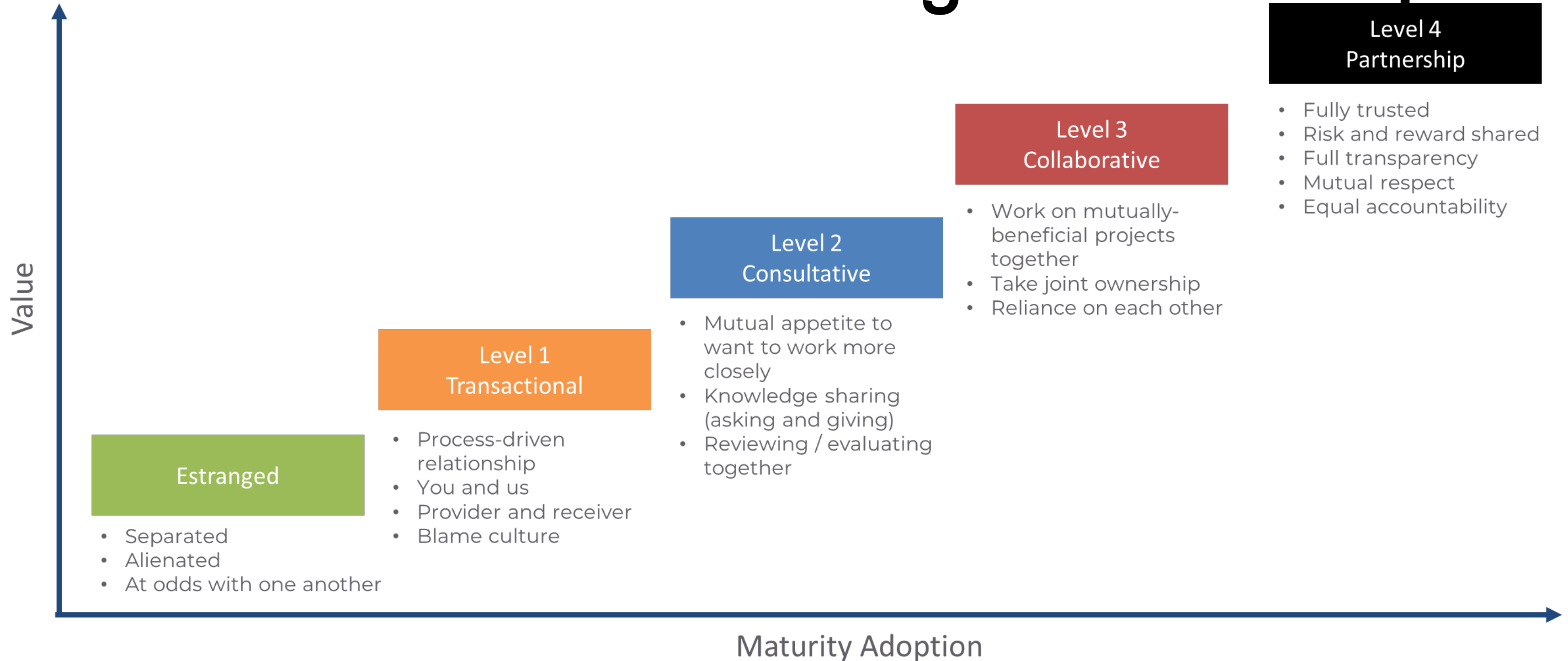
Nature



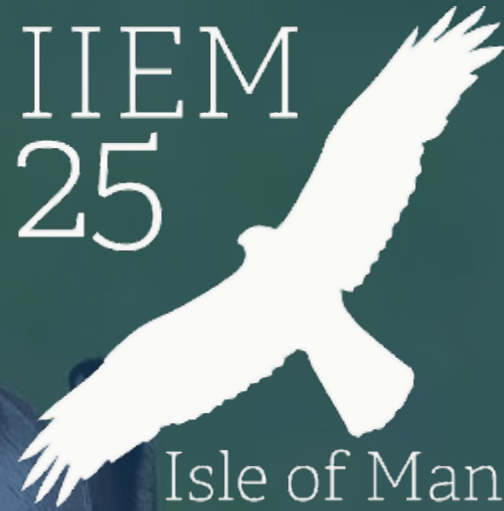
# Have KPIs evaluate progress



# Choose and maintain the right relationship



IIEM  
25



Isle of Man

**Orsted**

# Thank you!

Samir Whitaker  
[LinkedIn/samirwhitaker](#)