

BirdLife's Business & Biodiversity event showcases valuable corporate partnerships

Title

BirdLife Europe's annual **Business & Biodiversity event** has been the starting point for many fruitful **relationships with the corporate world**. It has even resulted in concrete Partnership agreements, such as the very successful ongoing Partnership with the extractives company **HeidelbergCement**. Each year one or two sectors are represented at the event and they give brief testimonials on why working with BirdLife is so valuable to their business.

This year's edition put special focus on the European golf industry. The newly established **Partnership with BirdLife in the Netherlands** was introduced to an audience consisting of representatives from a variety of Brussels based consultancies as well as representatives from European Institutions. Golf courses have a questionable reputation when it comes to their impact on the environment, but by working closely with a science based organisation such as BirdLife, assessments can be made of how to improve existing golf courses. Together we can help plan new developments with minimum harm to the natural environment, including birds and their habitats.

The event took place on the mezzanine in the great **dinosaur hall** at the Museum of Natural Sciences in Brussels. The location was chosen in consideration of the link between ancient dinosaurs (that fill us with fascination and sometimes dread), and birds - evidence that dinosaurs are still among us. Recent science even shows that many of the dinosaurs were in fact covered in colourful feather dresses and were a far cry from the green lizards we are used to imagining.

Working with local on the ground organisations across the world provides us with a great outreach capacity. Through our partnerships, we have the ability to implement projects involving people who are directly impacted by different environmental measures and who have a long lasting positive impact on the quality of life and the state of the environment. The passion and commitment shared by these local BirdLife Partners was emphasised by Mr Russell Kane, representing Happy Birds Ltd, who gave a brief testimonial during the evening.

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BirdLife working with corporates

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