

earthwatch  
learning



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Programme overview



# Sustainability learning for the make-or-break years

We're at a crossroads. The window of opportunity to avoid disastrous climate change and nature loss is growing ever smaller. Countering these twin challenges – the greatest we've ever faced – requires bold and collective action from nations, civil society and business.

Societal shifts towards sustainability are already proving just as transformational as the advent of the Internet, and businesses are on the front line – driving much of the needed investment, much of the delivery of a low carbon economy, much of the change. Then, as now, those who adapt effectively and at pace will see greater opportunities, while those who drag their heels face irrelevance.

In this new era of constant change, the winners will be those who embed and action their sustainability strategies and commitments across every facet of their organisation, who live and breathe the change they want to see. This starts with empowering your most important asset: your people.



## Why Earthwatch Learning?

Earthwatch works with business partners to design and deliver transformational learning, grounded in immersive experiences and dynamic learning techniques that draw on science and are rooted in nature. Our programmes actively engage employees at all levels of an organisation in the understanding and action needed to bring about profound change in their business and meet sustainability goals.

Our multi-award winning programmes are suitable for all organisations and are designed to:

- **Increase** participant understanding of climate change and biodiversity loss, and how these trends are impacting businesses and sectors now and in the future
- **Equip** participants with an understanding of the need for a sustainable business and realise the commercial value in prioritising and embedding long-term environmental considerations into decision making and strategies
- **Catalyse** a shared understanding and purpose around sustainability across all levels in an organisation
- **Build** the capability and capacity for participants to embed sustainability across their business, leading to growth opportunities
- **Explore** organisational and personal values and beliefs in connection with environmental impact
- **Reconnect** participants with nature to inspire action.





# Our philosophy: learning rooted in nature

Numerous scientific studies<sup>1</sup> have shown that experiences in nature are associated with several benefits, such as increased pro-environmental attitudes and behaviours, increased pro-social orientation, emotional affinity towards nature, willingness to conserve biodiversity, willingness to pay for the conservation of urban green spaces, recovery of cognitive resources, reduced cortisol levels and a lower stress response.

In summary: when we feel connected to nature we're far more likely to protect it than when we simply learn about it. That's why Earthwatch Learning is centred on a unique approach: we use nature as a classroom. Wherever possible, we conduct activities in natural environments so that participants can step outside their work environment for thought provoking, action-orientated, planet-saving conversations.

And where a fully nature-based experience isn't possible or practical, we use innovative digital techniques to maximise virtual immersion, to explore worldviews about the environment and to promote a cognitive, emotional and philosophical connection to nature.

### Example activities include:

- Guided walks through natural environments
- Using nature imagery and sounds to facilitate reflection
- Online workshops on topics such as green infrastructure and nature-based solutions to climate change.

Whether digital, in-person or hybrid, it's the immersive nature of our programmes that is core to their value and success. It's what sets us apart from other learning providers.

Contact us to find out more about our programme options.



<sup>1</sup> Chawla and Derr (2012), Evans et al (2018), Joye and Bolderdijk (2014), Kals et al (1999), Soga et al (2016), Lo and Jim (2010), Hartig et al (2014), Farrow and Washburn (2019)

# Our learning programmes

We offer three areas of work – **Sustainable Leadership**, **Sustainable Operations** and **Sustainable People** – with six core programme options. These multi-award-winning programmes blend education, personal experience and immersive, nature-based learning to inform, motivate and drive change across all levels of your organisation.

We have extensive experience of delivering these programmes with a wide range of sectors and can tailor sessions to ensure learning outcomes are customised to your business needs.

Our learning programmes are conducted by experts in their field and enable you to quickly upskill your team or organisation.

	Sustainable Leadership	Sustainable Operations	Sustainable People
Overview	<p><b>For:</b> Executive and leadership roles</p> <p><b>Purpose:</b> Driving the business response to sustainability</p>	<p><b>For:</b> Teams and functional groups</p> <p><b>Purpose:</b> Operationalising and communicating sustainability</p>	<p><b>For:</b> All staff</p> <p><b>Purpose:</b> Promoting engagement and agency for sustainability</p>
Residential option	<p>An immersive learning experience for senior leaders. We use nature and science to provide experiential learning, and support participants through an iterative learning process. Learning as individuals, as a team, and as an organisation, we empower you to lead transformational change within your business.</p> <p><b>Format:</b> 3 day residential experience</p>	<p>A programme designed to bring you and your trusted partners together to explore new ways of collaborating. You will explore, share and develop ways to deliver innovative and sustainable commercial projects that address some of the sustainability challenges and opportunities facing your business.</p> <p><b>Format:</b> 2.5 day residential experience</p>	<p>This programme engages teams of employees and introduces them to your business sustainability strategy. Delivered in an inspiring outdoor setting, it provides an excellent team bonding and learning experience as well as one that makes a meaningful difference to your sustainability agenda.</p> <p><b>Format:</b> 1-2 day learning sessions + hands-on activity</p>
Digital option	<p>A learning journey for business leaders to explore their personal and professional agency in creating sustainability change. It explores the wider system driving global sustainability challenges, examines different perspectives for responding, and builds knowledge on a range of sector-relevant sustainability tools and frameworks.</p> <p><b>Format:</b> 2 days over 2 weeks + half day progress check-in</p>	<p>A highly interactive learning experience that builds understanding of your business environmental framework and targets, provides space for developing the skills needed to work with stakeholders, and identifies solutions to specific workplace challenges.</p> <p><b>Format:</b> 3 x 3hr workshops + action learning activity</p>	<p>Providing participants with the knowledge to take business decisions and actions in the context of sustainability, this course is an engaging and interactive online learning experience. It feels 'different' to traditional online learning by taking a participant-centred and skills-based approach.</p> <p><b>Format:</b> Modular open access &amp; self-directed learning</p>





## About Earthwatch

Earthwatch is an environmental charity with science at its heart. We connect people with the natural world, monitor the health of our natural resources, and help people take action to have a positive impact.

We believe people can tackle the threats facing the natural world, but only through collective action. We work together with scientists, businesses, civil society and policy-makers to drive the change we need to live within our means and in balance with nature.

We are an independent research organisation and are strong advocates of the power of citizen science – that is involving people in our research and in data collection – which enables us to collect far more than we could on our own and to use that process to inspire people to act.

For more than three decades, Earthwatch has worked with 15 global organisations to support their sustainability agendas. Through those partnerships we have:

- Educated over 25,000 employees on critical environmental issues
- Supported over 2,500 senior leaders to take sustainability back into their business to deliver on their strategies
- Conducted independent research into five business-relevant environmental issues.

## Participant feedback

From a sample of more than 1,000 participants in Earthwatch Learning programmes:

- **99%** said their learning programme was a worthwhile professional experience.
- **99%** would recommend the Sustainability Leadership Programme to others
- **93%** said the programme helped them to understand their employer's approach to sustainability
- **96%** said that the programme increased their motivation to consider environmental sustainability when making professional decisions

*"The programme not only broadened my network, but developed my global business knowledge; the insights to climate change and sustainability; the direct correlation to our business, customers, shareholders and people, and how we operate effectively in years to come"*

Steph Unthank,  
Business Lead SME, HSBC



*"Partnering with Earthwatch allows us to engage with the scientific community and enables us to explore business risks and opportunities.*

*It helps our employees to understand issues that are important to Mitsubishi Corporation and will help ensure we are still here in the future."*

Julie Rogers, Director And General Manager,  
Mitsubishi Corporation International (Europe) Plc.



*"We are so excited to be working with Earthwatch to really inspire our newly formed leadership team and empower them to take action for a more sustainable bank."*

Lindsey Podolanski,  
Chief Operating Officer,  
Unity Trust Bank



*"We need to adapt to the needs and expectations of society and continue to invest in our people. Offering programmes such as participation in Earthwatch Expeditions or the Earth Skills Network to our employees gives them the opportunity to obtain practical experience in sustainability, even if their day-to-day jobs are not directly linked to this area. They help to prepare future leaders of our organisations to make the right decisions, ensuring we operate in a responsible manner."*

Karen Westley,  
VP Environment, Shell



# Find out more

**Contact us to discuss learning solutions for your business.**

John Ward-Zinski, Director of Business Development  
Ed Nemesanyi, Senior Development Manager

E: [development@earthwatch.org.uk](mailto:development@earthwatch.org.uk)

**Sign up for a free Earthwatch Learning taster session.**

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