



WORLD
RESOURCES
INSTITUTE

Corporate Membership Group

FINAL DRAFT



"WRI's Corporate Membership Group gives companies access to one of the most highly regarded environmental think tanks. There are few peers amongst environmental research organizations that match the scope and authority of WRI's work."

– William D. Ruckelshaus, Former EPA Administrator



**WORLD
RESOURCES
INSTITUTE**

10 G Street NE
8th Floor
Washington, DC 20002
USA
+1-202-729-7600
fax +1-202-729-7651
www.wri.org

BOARD OF DIRECTORS

James A. Harman
Chairman

Harriet (Hattie) Babbitt
Vice Chair

William D. Ruckelshaus
Chairman Emeritus

Alice F. Emerson
Vice Chair Emeritus

Roberto Artavia
Gay Barclay

Frances G. Beinecke

Afsaneh Beschloss

Antony Burgmans

Fernando Henrique Cardoso

Jessica Catto

Leslie Dach

Jamshyd N. Godrej

Honorable Al Gore

Denis Hayes

Aditi Kapoor

Jonathan Lash

Gretchen Long

Preston R. Miller, Jr.

Ngozi Okonjo-Iweala

James W. Owens

Michael Polsky

C.K. Prahalad

Qian Yi

Theodore Roosevelt, IV

Stephen M. Ross

Alison Sander

José Sarukhan

James Gustave Speth

Ralph Taylor

Lee M. Thomas

Todd S. Thomson

Diana H. Wall

Dear Executive / Sustainability Leader:

A key question for the World Resources Institute is: Can global corporations successfully incorporate available knowledge and leading practice to achieve a sustainable planet?

While we think that most of the ideas needed to achieve sustainable development are available, it is a lack of communication around how to achieve desired outcomes that may hamper our success.

That's why we have developed a WRI Corporate Membership Group, designed to help companies accelerate continual mainstreaming of practical solutions across locations and business units. Membership ensures efficient engagement with WRI experts, and it allows individuals in companies to access environmental intelligence that they need in order to protect and grow shareholder value.

Over the last twenty six years of working with its partners, the World Resources Institute has pioneered new thinking – we helped organize the first international meetings on greenhouse gas emissions, developed corporate environmental cost accounting and catalyzed the Millennium Ecosystem Assessment.

We have also transformed valuable ideas into practical solutions – like the Greenhouse Gas Protocol, the US Climate Action Partnership, and the Green Power Market Development Group.

The next stage in our shared journey – and the basis for the WRI Corporate Membership Group – is about enhancing our effective and efficient communication of what needs to be done to achieve a sustainable economy. We look forward to working with you.

Yours sincerely,

Jonathan Lash
President

Chris Perceval
Corporate Relations Manager

benefits

OF CORPORATE MEMBERSHIP INCLUDE:

ENVIRONMENTAL INTELLIGENCE THAT IS FUNDAMENTAL TO CORPORATE STRATEGY

- Access to the most up-to-date analysis and insight on sustainability trends.
- Learn how WRI is creating value in strategic growth areas for many businesses.

DEDICATED AND TAILORED RANGE OF WRI RESOURCES

- Involve company staff in events and projects.
- Solicit WRI input to help sharpen your strategic thinking.

OPPORTUNITIES FOR HIGH LEVEL, TWO WAY, ENGAGEMENT

- Explore how business and WRI can contribute to solving the greatest challenges of the 21st century.
- Develop and test new ideas, using WRI as a sounding board.

FACILITATED ENGAGEMENT BETWEEN WRI AND COMPANY STAFF IN A NUMBER OF LOCATIONS

- Benefit from communication of WRI's ideas, publications, and tools to key individuals across the company, internationally.
- Involve staff from a number of business units in WRI's regional events and networks.



ABOUT WRI

The World Resources Institute (WRI) is an environmental think tank that goes beyond research to find practical ways to protect the Earth and improve people's lives.

Our mission is to move human society to live in ways that protect Earth's environment and its capacity to provide for the needs and aspirations of current and future generations.

WRI ORGANIZES ITS WORK AROUND FOUR KEY GOALS:

- **PEOPLE & ECOSYSTEMS:** Reverse rapid degradation of ecosystems and assure their capacity to provide humans with needed goods and services.
- **MARKETS & ENTERPRISE:** Harness markets and enterprise to expand economic opportunity and protect the environment.
- **ACCESS:** Guarantee public access to information and decisions regarding natural resources and the environment.
- **CLIMATE PROTECTION:** Protect the global climate system from further harm due to emissions of greenhouse gases and help humanity and the natural world adapt to unavoidable climate change.

activities

OF WRI'S CORPORATE MEMBERSHIP GROUP

1

ANNUAL MEETING OF THE WRI CORPORATE MEMBERSHIP GROUP

A two-day meeting composed of seminars and discussion focused on the theme of *Ideas to Action*. A number of staff from each company can participate, including those who work on business development, CSR, emerging markets, energy, environmental impact, and procurement. Annual highlights include –

DAY 1: LEARN, EXPLORE AND DEVELOP NEW IDEAS

The Council Address – Jonathan Lash describes upcoming environmental, social and political challenges that will affect the business community.

Program Seminars – Senior staff report on how WRI's work relates to business objectives and financial performance, with an emphasis on the interface between business and government policy.

Country-level Snapshots – WRI provides insight to the trends and tools that can help promote sustainable development in countries such as China, India and Brazil.

DAY 2: FROM IDEAS TO ACTION

Corporate Best Practice Case-studies – WRI will invite case-study presentations from amongst Corporate Membership Group members whose work demonstrates high quality, competitive leadership.

Issue Immersions – An opportunity to tap into the value created by WRI's business collaborations and tools available to improve sustainability management and strategy. It is a chance to identify how you might engage directly with specific WRI projects that provide analysis of the issues most relevant to your company. WRI's *Corporate Engagement Resource Guide* accompanies this brochure and provides examples of topics that could be covered.

2

THE LATEST NEWS, INSIGHTS, AND REFLECTIONS

Web-page – Staff at Corporate Membership Group member companies, across departments and locations, can sign up on a special web-page for WRI mailings and events specific to their sustainability interests (www.wri.org/corporate-council).

Briefings – Members are invited to join a group of WRI's supporters for occasional teleconference briefings on hot topics prescient in political and business circles and which have significant impact on sustainable development (e.g. US Federal Climate Policy, Convention on Biological Diversity, Annual Conference of the Parties to the UN Framework Convention on Climate Change).

3

GLOBAL, REGIONAL, AND LOCALLY EMBEDDED PARTNERSHIP OPPORTUNITIES

Employees in member companies have access to events held by WRI and its global partners in a number of countries worldwide.

In Brazil, India, China, Indonesia and Mexico, WRI and its partners facilitate forums and panels which provide an opportunity to identify profitable and green Small and Medium Enterprise (SME) investment opportunities.

In the United States, an annual review of the US Climate Business Group takes an in-depth look at the business-policy nexus around climate change.

4

ACCESS TO WRI STAFF EXPERTISE

WRI is well positioned to offer quality inputs to companies according to sustainability challenges, and provides up to a day of staff time for tailored strategic advice.

OPPORTUNITIES INCLUDE:

Input to Corporate Sustainability Strategy. We can participate in stakeholder engagement activities, (e.g. development of goals and objectives). We also provide ideas from relevant individuals at WRI on almost any aspect of corporate environmental performance and strategy.

Help with Technical Queries. WRI's specialists can help you navigate facts, trends, and tools about climate and ecosystems.

Advice on Using and Communicating WRI's Environmental Data. Assistance with accessing, organizing and applying WRI's extensive data set about environmental change.

Dedicated Relationship Manager. Chris Perceval, Corporate Relations Manager, is a helpful point of entry to work with in ascertaining how best to tap into WRI's expertise (subject to availability).



membership

WE REQUEST THAT PARTNERS IN WRI'S CORPORATE MEMBERSHIP GROUP:

- Provide unrestricted support to WRI of \$25,000 - \$50,000 (EUR 18-35,000).
 - \$50,000 (EUR35,000) from innovative or leading companies in their industries
 - \$25,000 (EUR18,000) plus from companies with market capitalization of less than \$1billion
- State their commitment to, and publicly report progress towards, improvement in social and environmental performance over time. (We can work with companies to interpret how best to achieve this requirement).
- Review WRI corporate partnership status at least once per year, and provide feedback that can help us increase effectiveness of our collaboration.

To apply, or for more information, please contact Chris Perceval on +1 202 729 7874 or cperceval@wri.org



Sometimes we are asked how we select our partners and the work that we might do. The answer is that in our approach to corporate partnerships, our aim is to be mission driven, non-partisan, and independent. We are not a consulting organization, and we enter into contractual relationships on an exceptional basis and only if they are driven by our program objectives. To ensure the quality and independence of our substantive work, our policy analyses, recommendations and publications are subject to internal and external peer review.

Because corporations are regulated entities and exert influence on policy-making, we are especially sensitive to public perception about the influence of corporate funding on the research conducted by non-profit think-tanks, and we review each relationship carefully. WRI does not accept corporate funding that is restricted to specific policy research reports that issue recommendations for government policy. However, we do partner with private sector entities and others to develop joint policy recommendations on key issues.

Sustainable Planet Through Solutions For Its People



WHAT'S UNIQUE ABOUT WRI'S CORPORATE MEMBERSHIP GROUP?

WRI IS:

- ✓ **Accountable** – annually reports its results and impacts
- ✓ **Transparent** – clearly reports revenue and allocations
- ✓ **Reputable** – a track-record of maintained excellence
- ✓ **Objective** – information and analysis at the intersection of people and the environment
- ✓ **Non-partisan** – driven by ideas not ideology

MEMBERSHIP OFFERS:

- ✓ **Access to a range of environmental and development programs**
- ✓ **Support to the power of markets for positive change**
- ✓ **A prestigious and growing global network**
- ✓ **Dedicated relationship management**
- ✓ **Enhanced communications and effectiveness**



WRI seeks to define the gold standard on how a cross-sector group of global multinational corporations can interact fruitfully with an NGO to solve society's greatest environmental challenges. In partnership with its Corporate Membership Group, WRI aims to share perspectives about how to meet the needs of current and future generations, including corporate stakeholders and shareholders. Our work focuses on innovation, incentives, shared solutions, and mainstream business responses. Activities, benefits and composition of the Membership Group will be periodically reviewed to ensure that we continue to achieve mutual benefits.

If you would like more information, please contact WRI's Corporate Relations Manager:

Chris Perceval
Corporate Relations Manager
cperceval@wri.org
202.729.7874

10 G Street, NE
Suite 800
Washington, DC 20002
USA

Sustainable Planet Through Solutions For Its People



WORLD
RESOURCES
INSTITUTE



Mixed Sources
Product group from well-managed
forests, controlled sources and
recycled wood or fiber
www.fsc.org FSC® C016101-AM/01
© 1996 Forest Stewardship Council

