

A man wearing a light blue bucket hat, sunglasses, a blue and white striped polo shirt, an orange safety vest, and grey waders is working in a shallow body of water. He is holding a large, dark, textured object, likely an oyster shell, in his gloved hands. Another person in a red shirt and waders is partially visible on the left. The background shows a field of tall, dry grass under a clear blue sky.

Partnering on Public Policy: NGOs and Companies

Patrick Beary,
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THE NATURE CONSERVANCY HELPS SOLVE THE WORLD'S BIGGEST CHALLENGES



Inspire Global
CLIMATE ACTION

Catalyze
LAND CONSERVATION
at an unprecedented scale

Save the
LAST GREAT RIVERS

Spark a Revolution in
OCEAN PROTECTION

Bring the Power of
NATURE TO CITIES



1M

+ active
members



Impact in
69
countries



120

M acres of
land
protected

HOW WE WORK WITH COMPANIES

*TRANSFORMING
BUSINESS PRACTICES*
Nature is a smart investment

*RAISING
AWARENESS*
Inspiring individual action

*INVESTING TO
PROTECT NATURE*
Philanthropic support saves
lands and water

ADVANCING POLICY
Developing public policies
that are good for nature

What makes a collaboration successful?

- Compelling Business Case
- Common Vision
- Web of Relationships
- Trust, Buy-In, and Communication
- Set Expectations
- Evolve Partnership
- --*“Transformative NGO-Corporate Partnerships - 6 Keys to Success” - Yale Center for Business and the Environment, 2016*

MIDWEST ROW CROP COLLABORATIVE (MRCC)

Working with farmers to improve soil health and water quality



© Midwest Row Crop Collaborative

- Farmers and agricultural producers need to meet the demands of a growing population, *while protecting* our water, lands, and other natural resources for future generations.
- New partnership aims to address this challenge, by collaborating with key players of the agriculture supply chain: Cargill, Environmental Defense Fund, General Mills, Kellogg Company, Monsanto, PepsiCo, The Nature Conservancy, Walmart and World Wildlife Fund.
- Goals focus on improving soil health outcomes, reducing nitrogen and phosphorous loading in the Gulf of Mexico, and maximizing water conservation.

MRCC Policy Principles



- ALIGN - Align agricultural program requirements to conservation objectives



- ACCESS - Increase availability and access to financial and other incentives



- SCIENCE - Ensure programs are science driven



- PARTNERSHIP - Foster public-private partnerships



- SUPPORT - Couple farmer incentives with technical assistance



- INFORMATION - Access to information

Discussion

A young lamb stands in the center of a field, looking towards the camera. The field is covered in low-lying vegetation, and the background shows rolling hills under a vast blue sky with scattered white clouds. The overall scene is peaceful and natural.

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