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GEMI and Environmental Defense Fund Release New Guide to Inspire the Next Generation of Successful Corporate-NGO Partnerships

(Washington, DC – November 20, 2008) Today, the Global Environmental Management Initiative (GEMI) and Environmental Defense Fund (EDF) released the “Guide to Successful Corporate-NGO Partnerships,” a comprehensive resource for designing, implementing and measuring the benefits of partnerships between businesses and non governmental organizations (NGOs).

The Guide provides detailed recommendations for both businesses and NGOs looking to develop successful partnerships, and relevant case examples based on EDF’s twenty years of success working with corporations and GEMI member companies’ experiences. While the Guide focuses on environmentally driven partnerships, lessons learned can be adapted to a wider range of partnerships, including those focusing on community development, health and other social issues.

“Business-NGO partnerships, if designed and executed effectively, can achieve remarkable results and inspire the next generation of successful partnerships,” said Steve Rutledge, GEMI partnership project work group co-chair and manager, integration & governance, Duke Energy. “We hope the Guide will assist in educating GEMI member companies as well as non-member companies and the public sector on the benefits of successful collaboration between corporations and NGOs.”

“Environmental Defense Fund has a long legacy in partnering with companies to achieve substantial environmental and business results,” said Kyle Cahill, director of corporate engagement, Environmental Defense Fund. “In today’s economy, collaboration and the sharing of ideas between NGOs and companies will only grow in importance. We hope this Guide encourages further collaboration and demonstrates how environmental efforts can strengthen the bottom line.”

The Guide provides an in depth overview of the key drivers behind business-NGO partnerships, best practices in project design, project implementation and measurement. It also showcases specific examples of business-NGO partnerships covering a range of environmental opportunities from transportation to energy efficiency to habitat restoration to nanotechnology. While companies can help the environment and society in many ways, including through philanthropic activities, the Guide distinguishes business-NGO partnerships from corporate philanthropy. GEMI and EDF believe the most effective partnerships do not rely on financial contributions. Rather, a partnership occurs when independent organizations bring together their distinct views, resources and expertise to work towards a common goal.

“Private sector leaders recognize that they should develop strategies to meet social and environmental needs while remaining profitable,” said Mark Hause, GEMI partnership project work group co-chair

and global environmental competency leader, DuPont. “At the same time, many of the most effective NGOs recognize that they can achieve widespread and lasting change by harnessing the power of the market.”

GEMI and EDF will be launching the Guide today, November 20 at 3:00pm EST via conference call and webinar.

- **CALL-IN INFORMATION:** 1-866-502-6991 (international participants: 720-239-9060), Participant code: 2025806285# NOTE: **Please keep your phone on mute so that background noises do not interfere with the presentation.*
- **LOG-IN INFORMATION:** PLEASE log-in 10 minutes prior to the webinar as we will begin promptly at 11:00am EDT. Go to <https://meetingvisuals.webex.com/meetingvisuals/j.php?ED=110089737&RG=1&UID=0> Register for the meeting. (Meeting number: 599 978 863). Check for confirmation email with instructions on how to join.

To obtain more information or to download a copy of the Guide, please visit www.gemi.org.

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Environmental Defense Fund, a leading national nonprofit organization, represents more than 500,000 members. Since 1967, Environmental Defense Fund has linked science, economics, law and innovative private-sector partnerships to create breakthrough solutions to the most serious environmental problems. Environmental Defense Fund has a 20 year track record of success in partnering with business. To maintain its independence and credibility, EDF accepts no money from corporate partners; generous individuals and foundations fund its work. For more information, visit www.edf.org.

The Global Environmental Management Initiative (GEMI) is a non-profit organization of leading companies dedicated to fostering environment, healthy and safety excellence and corporate citizenship worldwide. Through the collaborative efforts of its members, GEMI also promotes a worldwide business ethic for environmental, healthy and safety management and sustainable development through example and leadership. For more information, visit www.gemi.org

GEMI members include: 3M; Abbott; Anheuser-Busch Companies Inc.; Bristol-Myers Squibb Company; BNSF Railway Company; Cadbury Schweppes PLC; Cargill, Inc.; Carnival Corporation & PLC; The Coca-Cola Company; ConAgra Foods; The Dow Chemical Company; Duke Energy; DuPont; Eastman Kodak Company; Ecolab, Inc.; Eli Lilly and Company; FedEx; Johnson & Johnson; Johnson Controls, Inc.; JohnsonDiversey, Inc.; Koch Industries, Inc.; Kraft Foods Inc.; Merck & Company, Inc.; Motorola, Inc.; Novartis Corporation; Occidental Petroleum Corporation; Owens Corning; Perdue Farms, Inc.; Pfizer Inc; The Procter & Gamble Company; Roche; Schering-Plough Corporation; The Scotts Company; Smithfield Foods, Inc.; Southern Company; Vulcan Materials Company; and, Wyeth.