Since 1971, Earthwatch has engaged nearly 100,000 “citizen scientist” volunteers.
Every year, Earthwatch deploys a volunteer base roughly half the size of the Peace Corps in about 50 countries.
Earthwatch unleashes the power of everyday citizens to quickly meet the challenges of our changing world.

Data collected by volunteers working with scientists shapes local, regional and global environmental policies.

Recording data on vegetation available to endangered rhinos in Kenya’s Ol Pejeta Conservancy. © Rachel Batley
Earthwatch funds vital research in four key areas:

- Climate Change
- Ocean Health
- Ecosystem Services
- Cultural Heritage
Why work with Earthwatch?

1. Recognized leader in providing transformational learning experiences that promote environmentally sustainable action

2. Partnerships with 40 Fortune 500 companies

3. Global research organization, with well-established scientific credibility

4. Established platforms for integrated research and learning

5. Focus on using science to inform local, regional and international action
Earthwatch & Alcoa

- Partnership focused on climate change & ecosystem services: fresh water preservation & sustainability
  - 15 Employee fellows
  - 12 Community fellows from Alcoa communities worldwide

- Integrated program for impact
  - Hands-on research contribution
  - Targeted learning materials
  - Real time blogging
  - Post expedition activities – Make an Impact

- Partnership since 2003
# Earthwatch Framework for Learning: learning product structure

## Learning Journal / Workbook / Blog
*Goal setting, pre-work, in field notes, extra resources etc*

### Pre Field

- Setting Personal Learning Goals
- Knowledge building activities
- Defining partnership context
- Competency building activities
- *Delivered via on-line, electronic or printed materials*

### In Field

- Immersion in field program
- Environmental knowledge & sensitivity via participatory research & learning sessions
- Opportunities to draw connections to sustainability initiatives and partnership objectives
- Exploration of values & beliefs around nature, environment & sustainability
- Development of personal vision and post field action plans

### Post Field

- Take action per action plan
- Engage & involve other people with their actions, integrate with environmental sustainability initiatives
- Support network or community: virtual or other
- Further resources: references for knowledge building and further immersion experiences

---

[www.earthwatch.org](http://www.earthwatch.org)
Take away lessons for successful collaboration

- Focus on issues of relevance to both organizations.
- Connect people to communities and ongoing opportunities for impact
- Identify committed candidates and create community within the company
Thank you!

Ed Barker
Director of Corporate Partnerships
Earthwatch Institute
ebarker@earthwatch.org
Earthwatch Learning Model

Core learning elements

• **Knowledge** – information about issues, systems, implications

• **Connections** – experiences in the natural world that inform

• **Awareness** – exposure to corporate values, new perspectives & attitudes

• **Motivation** – ideas and tools to take action

Program Platforms

Champion Experiences

• Hands-on, facilitated field experiences for employees

• Focused on developing knowledge and skills to benefit sustainability practice

• Range from 3-10 days

• Applicable for leadership development, sustainability champions, senior leaders

Executive Immersion

• Intensive, short duration introductions to issues, opportunities, and challenges of sustainability for senior decision-makers

Live from the Field

• Technology platform to enable real-time interface between employees in the field and others worldwide
Essential Partnership Characteristics

**Business relevance**

- **Cost saving** – employee engagement opportunities increase retention, ease recruitment and provide professional development.

- **Value focused** - Tangible learning programs that enrich understanding of issues material to business risk, performance, and prospects in a changing world.

- **Communications** – produces credible platform for relevant, accessible messaging about commitment to sustainability

**Scientific relevance**

- **Independent** - third-party reviewed science focuses on essential global issues

- **Applied** - Community impact ensures application of findings at local, regional and global level.

**Scalability**

- Partnership design allows for easy growth globally.