



National Biodiversity Network Trust  
**Business Partnerships**



Above: Gannets (*Morus bassanus*). © Matt Doggett.  
Cover page: Smooth Newt (*Lissotriton vulgaris*). © Dave Kilbey.

## Partner with the UK's National Biodiversity Data Infrastructure

As a national UK wildlife conservation charity focused on biodiversity data, the National Biodiversity Network Trust's (NBN Trust) vision is “***nature thriving everywhere, in all its diversity***”. We passionately believe that, together, we can reverse the biodiversity crisis and restore the amazing living wonders of the natural world.

Our mission is “***making data work for nature***”. We provide vital evidence for nature's recovery and build partnerships to meet the needs of those who require biodiversity data and to connect people and communities with nature.

That's why **partnership** is central to our mission. Through our **National Biodiversity Network** – the UK's largest partnership for nature – we create a vast flow of data supporting the scientific knowledge and understanding needed to protect and restore our natural world.

Our **corporate partners** provide us with vital financial support, enabling us to unlock national visibility, data resilience and shared capacity, and support the whole nature conservation community with data on biodiversity.

## A climate and biodiversity emergency

**Problem:** The UK is one of the most nature-depleted countries in the world and its biodiversity – all the plants, animals, bacteria and fungi that make up our amazing living world – is at **tipping point**. Habitat loss, pollution, disease, invasive species, insensitive development, over-exploitation and climate change are devastating our natural world.

Astonishingly, the UK has lost more of its wildlife than almost anywhere else on Earth. We have already lost **almost half** of our wild species through extinctions; many linked to human activity. According to the 2023 UK State of Nature report (in which the NBN Trust was a partner), a further 16% of our wild species are threatened with extinction. This is a **planetary emergency**, yet poor decisions harming nature are still too common.

**Solution:** To safeguard the amazing living wonders of the natural world and our life support system, we urgently need to achieve three things:

1. We need better, more robust data to understand how our wildlife is faring in a changing world, and overcome gaps in the current dataset.
2. We need biodiversity data to be used to inform and plan nature recovery projects, and in turn, collect data to monitor and measure their impact.
3. Businesses, which are increasingly realising, need to understand their inter-dependencies with the natural environment and mitigate risk.

**Our partnership** will position you as a company that understands the role that data can play in nature conservation, and is demonstrating leadership in tackling the biodiversity crisis.



## Understanding corporate environmental impact, dependency and risk

There is an ever-increasing need for businesses to not only understand their **impact** on the environment, but also their fundamental **dependencies** on nature – from natural capital (land, oceans) and resources (e.g. timber, other natural materials and medicines) to ecosystem services (pollination, fresh water and clean air) and the health and wellbeing benefits we all gain from spending time in nature.

In addition, we are increasingly realising the opportunities that investing in ecosystems and biodiversity can deliver, in terms of **nature-based solutions** (e.g. natural flood risk management and green infrastructure to mitigate against a warming planet), investment positioning and **nature credits** (e.g. Biodiversity Net Gain).

For too long we framed the natural world as a nice-to-have; as a stock that can be unsustainably depleted for quick financial gain. In stark contrast, today's innovative corporate leaders and investors now realise the emerging need to **understand risk** linked to environmental impacts and dependencies of their business – via mechanisms such as the **Taskforce on Nature-related Financial Disclosures (TNFD)** – as well as the **opportunity** linked to accounting for, understanding and managing our inter-dependencies with the natural world.

Accessing and utilising data on **biodiversity** – such as the species occurrence data hosted and shared by the NBN Trust – can enable businesses to better understand and manage their environmental impacts and dependencies and mitigate against climate and nature-related risk.

As society, we must work together to create **innovative solutions** to the ecological crisis and the risks businesses face. We must harness the power of **new technologies** and **green finance models**, and use effective communication and decision-making, to take action **now** to protect and restore our biodiversity for the future.

## Our audiences

- Outdoor and wildlife enthusiasts of all ages
- People interested in innovation and advances in tech
- Volunteer citizen scientists, wildlife recorders and data verifiers
- Members of wildlife recording groups and societies
- Young people (aged 16-24) interested in pursuing a career in environmental science, management or data analytics
- School children
- Acknowledged wildlife experts in their field
- Other wildlife conservation charities
- Ecologists
- Academics and researchers
- People representing Local Environmental Records Centres (LERCs)
- People (often volunteers) overseeing biological recording schemes
- Providers and developers of citizen science initiatives/platforms

As a UK registered-charity, **income generated** from our partnerships help fund our vital work supporting the whole UK nature recovery sector with data on biodiversity.

By joining us as one of our valued corporate partners, we will position your business as a brand that is leading on **tackling the biodiversity crisis**, managing corporate risks and inter-dependencies with the natural environment, and is inspiring the next generation in the role that data and innovation can play in enabling **nature's recovery**.

*“You folks are true unsung heroes and you deserve all the support you can get. I was involved in wildlife data recording back in the early pre-internet days, and back then we could not have imagined that we would ever see a resource like the NBN Atlas. Thanks for all that you and your colleagues are doing.”*

– Steve Potter, NBN Atlas user & individual donor



## Our services

- We run the **National Biodiversity Network**, the UK's largest partnership for nature.

Bringing together more than 200 wildlife conservation organisations, voluntary groups, educational institutions, ecologists and businesses, via our National Biodiversity Network we connect and support the whole nature recovery sector by sharing innovations, research, 'good news' stories, and promote collaboration.

- We develop and host the **NBN Atlas**, the UK repository for publicly-available biodiversity data.

Containing over 300 million records of over 50,000 species, the NBN Atlas is a truly awe-inspiring resource for understanding the UK's wildlife. We have more than 16,000 registered users, downloading hundreds of millions of species records from the NBN Atlas every year. The NBN Atlas is at the heart of the data flow for nature's recovery.

- Through our annual **NBN Awards for Wildlife Recording**, we shine a spotlight on the unsung heroes of the wildlife recording community.

Most of the UK's biodiversity data is collected by volunteer citizen scientists, giving up countless hours of their free time to go out and record nature, and share the data so it can be used to inform work on nature recovery. Through our annual NBN Awards, we showcase their achievements and honour these wonderful volunteers whose labours underpin evidence-based conservation.



- **We host the annual [NBN Conference](#), the event of the year for the amazing community of wildlife recorders, citizen scientists and data analysts**

Our annual conference attracts over 160 delegates from NGOs, businesses, volunteer groups, research institutions and consultancies, and showcases the latest research and innovations in biodiversity data. Previous venues include London's Natural History Museum, Edinburgh's National Museums Scotland and the Merseyside Maritime Museum in Liverpool.

- **We promote [iNaturalistUK](#), a citizen science tool enabling people to record their wildlife sightings.**

With more than 145,000 citizens scientists sharing over 7 million records of UK wildlife via the platform, iNaturalistUK is a powerful tool to promote employee engagement in wildlife recording, and increase diversity and inclusion within the nature recovery sector. As part of a bespoke partnership, we can support your business to promote iNaturalistUK to your employees, via staff engagement sessions, bioblitzes, and fun competitive staff challenges.

- **In Scotland, we're creating a [National Hub for Biodiversity Data](#).**

As an output of our Better Biodiversity Data project, we're developing a vital new service that will bring together wildlife records to support decisions that protect and restore nature in Scotland. This new Hub will improve access to high-quality data and share tools and resources for planners, researchers, and communities in managing their ecological information, and enhance [NBN Atlas Scotland](#). By supporting this work, your business can help build a stronger, shared foundation for Scotland's nature recovery.

- **Internationally, we share biodiversity data to contribute to global conservation initiatives.**

We are the official UK node for the [Global Biodiversity Information Facility](#), sharing data to benefit nature conservation worldwide.



## Your business and the NBN Trust

Our partnerships range from awareness-raising initiatives to national multi-year programmes, co-developed with each partner and tailored to suit individual budgets, shared priorities and impact. Options include:

- **Annual business membership** of the NBN Trust
- **Annual or multi-year corporate partnership** with the NBN Trust, featuring a bespoke activity plan (e.g. employee engagement, insight articles, cause-related marketing)
- **Green finance** mechanisms
- Sponsor our annual **NBN Conference** and **NBN Awards for Wildlife Recording**
- Support our biodiversity data infrastructure work specifically in **Scotland**
- Make a one-off **donation**
- Matched employee fundraising & staff challenges
- In-kind & pro-bono support
- Commercial services in biodiversity data analysis



Atlantic Puffin (*Fratercula arctica*).  
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## Benefits of a bespoke partnership with the NBN Trust

- Knowing your business is partnering with a unique national UK wildlife conservation charity that underpins the whole nature recovery sector by **making data work for nature**.
- Showcase your business's environmental and sustainability **values** to our audience via wildlife 'good news' stories, insight articles, bespoke partnership activities and social media tags, highlighting that your company understands the important role that data can play in nature conservation.
- Support your organisation's nature recovery and sustainability goals through **bespoke biodiversity data analysis** using the NBN Atlas.
- Use **biodiversity data** held within the NBN Atlas to help understand your business's inter-dependencies with natural capital and ecosystem services, address risks to your business, and capitalise on opportunities (e.g. biodiversity credits and green infrastructure).
- **Employee engagement** and **volunteering opportunities** – we can help your staff become the wildlife recording citizen scientists of tomorrow, via sharing wildlife recording training guides, tools and resources and set up competitive challenges on iNaturalistUK, the recording app promoted by the NBN Trust in the UK.
- Promotion and bespoke announcements as a **headline corporate partner** - highlighting the support to our members, followers and partner organisations throughout the partnership period.
- Feature on our **website** with links through to yours, with permission to use our **logo** on your website and communications (subject to partnership level).
- Share that your business is a great place to work, and help your employees feel proud about supporting action to tackle the biodiversity crisis.





Arctic Tern (*Sterna paradisaea*).  
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*"I have used your data for my degree and have also started using it for learning QGIS mapping, so on a personal level I have found it to be such an invaluable resource..."*

*...Supporting charities like NBN feels like something really important and meaningful for me to do whilst I work towards a career in this field. Data is, I think, one of the most valuable resources we have for protecting our natural environment and the fact that NBN makes this accessible is so important. Genuinely such a pleasure to be able to support you!"*

– Naomi Devlin, NBN Atlas user & individual donor

## Sponsor our annual NBN Conference and NBN Awards

Widely recognised as the event of the year for the amazing community of wildlife specialists and citizen scientists who give up countless hours every year to record wildlife species and share those with us via the NBN Atlas, the annual **NBN Conference** showcases the latest research, innovations and stories from biodiversity data from across the UK.

By sponsoring our annual in-person Conference (held each November), your organisation will engage hundreds of people working and volunteering in the biodiversity data sector, access new audiences, and share ideas and innovations to enable biodiversity data to inform and drive nature recovery. Conference sponsorship offers a unique opportunity to promote your company's services in the data and 'Tech for Good' space and inspire the next generation to pursue careers in ecology, environmental management, climate science and data, innovation, and tech-led industries.

The **NBN Awards for Wildlife Recording** celebrate the unsung heroes of the nature recovery sector – volunteers and ecological professionals that are adding to our understanding of the natural world, day in, day out, because of their passion and commitment. The NBN Awards ceremony, which is part of our annual Conference, allows us to bring together our winners and runners-up and recognise and celebrate their achievements and encourage more people to become wildlife recording stalwarts.

Our **sponsors** are acknowledged in all our promotions and activities leading up to the event, and we add your name and logo to all our material and tag you in social media. There is also the opportunity to have a display stand and promote and showcase your company and environmental values to a new, highly engaged audience in a tangible way. We will publicly thank your business verbally as part of the conference welcome speech, and/or at the Awards presentation ceremony. We offer various sponsorship tiers for our Conference and Awards programme and can tailor a package to your budget.

**Get in touch** if you would like to discuss sponsorship opportunities.





Harlyn Bay, Cornwall.  
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**Get in touch to arrange a call**

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