

A Business Case for Conservation



Make every act of stewardship matter.

Operating a business to maintain a strong bottom line is not enough these days. Companies now need to satisfy shareholders, onlookers, and potential investors' appetite for firms which develop and implement sustainable solutions, conserve resources, and promote responsible actions with true acts of conservation and biodiversity. Groundwater & Environmental Services, Inc. (GES) can help firms cost-effectively develop meaningful projects to advance their Environmental Social Governance (ESG) initiatives while also achieving compliance, employee retention, remediation, safety, green branding, regulatory support, and community relations goals using owned facilities, assets, and properties.

GES develops and implements conservation-based remediation and compliance approaches on a daily basis. We are positioned to expertly design and manage wildlife conservation projects for our clients, often using surplus land, small facilities, or even office building space, enabling them to enhance the value of land holdings and aesthetics by demonstrating a commitment to environmental stewardship and community engagement.

Constructing a pollinator garden, completing a complex wetlands restoration, species monitoring, education events, green infrastructure installation, integrated land/vegetation management, and non-regulated remediation are just a few examples of conservation projects to advance companies' biodiversity, sustainability, employee engagement, regulatory advocacy, green branding, and community relations goals. Successful conservation projects include:

- Improved habitats for native species
- Regional priority alignment for greater positive conservation outcomes
- Conservation and educational experiences for the community and researchers
- Collaborations between landowners, community members, and regulators
- Meaningful and credible environmental metrics
- Increased employee morale and retention
- Reduced water and carbon footprint
- Cost savings and stronger financial backing
- Increased compliance and safety
- Recognition and awards that set corporations apart for increased sales and business opportunities



**WILDLIFE
HABITAT
COUNCIL®**

WHC Membership

GES is an active member of the Wildlife Habitat Council (WHC), a not-for-profit organization formed to guide corporations to take conservative actions as they operate and manage business activities. WHC's Conservation Certification® program, is the only voluntary sustainability standard designed for broad-based biodiversity enhancement and conservation education activities on corporate landholdings and assets.



GES would be glad to discuss how we can assist your company in developing a meaningful wildlife conservation project for one of your properties or remediation projects.

GES can assist with the design and implementation of a variety of projects under WHC's Conservation Certification® program, which is the only voluntary sustainability standard designed for broad-based biodiversity enhancement and conservation education activities on corporate landholdings.

The benefits of planning and implementing a wildlife conservation project include:

- Contributes to financial, employee retention, and community relations goals
- Demonstrates a commitment to environmental stewardship through meaningful wildlife habitat management and conservation education programs
- Helps raise community support and public perception of Environmental, Social and Governance (ESG) activities
- Provides third-party credibility, objective evaluation, and aggregated metrics for reporting and disclosure of ESG activities
- May result in green brand recognition, increased sales, and additional investors

Examples of the wide-ranging projects eligible for Conservation Certification include:



Avian replenishment



Butterfly habitat



Green remediation



Habitat restoration



Invasive species



Pollinator project



Sustainable resources



Wetland enhancement