



CELEBRATE BIODIVERSITY

Support employee and community engagement through on-site conservation activities





ENGAGING EMPLOYEES AND THE COMMUNITY IN CONSERVATION

The Shell Oil Company is active throughout North America and maintains a commitment to support all operations, including wholesalers' operations, while protecting and enhancing biodiversity. Implementing conservation activities on Shell sites provide multiple benefits for employees and community members including:

- Increased engagement with local communities
- Engaging employees in activities that protect and enhance biodiversity
- Fostering a sense of community within Shell facilities
- Achieving recognition for voluntary conservation actions

Using this Guide

This guide provides Shell's North American facilities, including wholesalers, retail locations, refineries, and offices, with information and advice on how to plan and implement three of the most common conservation activities, resources and recognition guidance. While the recommendations in this guide is limited to three activities, you may choose another that achieves your employee and community engagement goals.



STREAM CLEANUPS

IMPROVING WATERSHED HEALTH

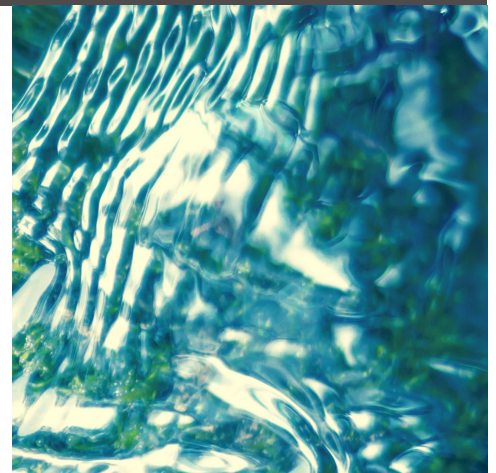
Why it's important

This project involves restoring or improving the health of stream habitat through activities such as trash removal, invasive species control, and planting of riparian (near streams/wetlands) vegetation. These activities can have many benefits for wildlife and stream habitats, including improving water quality; reducing wildlife hazards; preventing erosion; and improving food, water, and shelter resources for wildlife.

Providing employees and community members opportunities to participate in stream cleanups will allow them to contribute to local stream restoration while also engaging in hands-on learning about aquatic and riparian habitats and their local watershed. Communities with increased awareness about stream and watershed health will have greater motivation to engage in conservation activities that contribute to improvements in watershed health.

Tools needed

- Equipment such as gloves, clippers/saws, trash grabbers, trash bags, etc.
- Native riparian seedlings/seeds ([Resource](#))
- A plan to properly dispose of trash collected
- Safety supplies such as first aid kits
- Refreshments for attendees
- Sign in sheets



Tip: Alignments

By coordinating habitat or species management practices on a landscape scale, the actions taking place in your community can contribute to a greater cause for improving biodiversity and ecosystem value. This ecosystem connectivity approach is a basic element of conservation efforts by providing a growing patchwork of habitats suitable for food, shelter, and free movement for wildlife.

TREE PLANTING

MAKING THE WORLD GREENER

Why it's important

Tree planting events provide opportunities to participate in the restoration of native habitat/native plants and can be implemented at a small enough scale that they are accessible and achievable.

These events help create strong partnerships between employees and community members and help increase awareness about local conservation issues. They also instill participants with a “sense of place” and a feeling of ownership, which can aid in the long-term success of the planting through further participation in the form of maintenance and monitoring.

Tree plantings can be driven by local and regional conservation needs (such as reforestation or streambank erosion control) to ensure quality outcomes for both biodiversity and community. Tree planting on a local scale can also be used to accomplish larger-scale restoration when aligned with regional priorities.

Tools needed

- Equipment such as shovels, hole-borer/post digger, gloves, trash bags, etc.
- Native tree seedlings/saplings ([Resource](#))
- Compost or mulch
- Water and watering equipment
- A plan to water trees through the summer until they are rooted
- Safety supplies such as first aid kits
- Refreshments for attendees
- Sign in sheets



Tip: Employee Engagement

Conservation activities can bolster employee engagement, participation and morale, furthering company commitment to recognized goals for wildlife and people. Employee and community participation often raises interest and enthusiasm among workers and strengthens long-term commitment to the program through a sense of involvement and pride.

EDUCATION EVENTS

LEARNING NEW SKILLS & KNOWLEDGE

Why it's important

Hosting conservation education events provides the opportunity for students or other community members to become familiar with conservation priorities important in your area.

This type of outreach can be an especially valuable gateway experience for young audiences to discover important conservation topics or a love of science.

Your support of education events can have a variety of formats, but often have the highest impact when working with local school teachers to host activities that meet local/state academic standards.

Tools needed

The tools needed to carry out conservation education will vary depending on the specific activity occurring, but may include:

- Equipment and materials for implementing any education activities (e.g., handouts, field guides, binoculars, trash bags)
- Conservation education curricula (e.g., Project WILD, Project Learning Tree, Project WET, etc.)
- Safety supplies such as first aid kits
- Refreshments for attendees
- Sign in sheets



Tip: Partnerships

Creating partnerships with local conservation organizations, schools, Scouts and other local groups is a great way to get involved in the community and gain extra help for your event. Also, these groups may have their own conservation events, to which Shell facilities can volunteer their time or help provide funding.

RECOGNITION AND VISIBILITY

Publicizing events through social media, external and internal communications platforms and WHC Conservation Certification® can enhance visibility on a broader scale, demonstrating Shell's commitment to biodiversity and sustainability.

ALIGN YOUR EVENT WITH RECOGNITION DAYS

Participation with recognition days can be used to raise awareness and understanding about local conservation issues, highlight on-site habitats, and create a sense of belonging to a national or global movement.

[UN World Wildlife Day](#) | March 3

[Earth Day](#) | April 22

[International Day for Biological Diversity](#) | May 22

[World Environment Day](#) | June 5

[Pollinator Week](#) | June 22-28

[World Clean Up Day](#) | September 19

Many recognition days have national or global databases in which you can register your event.

SOCIAL MEDIA

To increase visibility of your social media posts be sure to include a photo, custom hashtag (e.g. #ShellConservation, the Shell tag @Shell_OnTheRoad, and a link to a page where people can sign up.

Example social posts

General

.@Shell_OnTheRoad is committed to enhancing habitat through acts of #conservation with stream cleanups, tree plantings and education. #ShellConservation. Learn more at _____ (link to web page)

Stream Cleanup

.@Shell_OnTheRoad is launching stream cleanup projects with help from @WildlifeHC, to improve water quality, reduce hazards, prevent erosion & improve food, water & shelter resources for wildlife. (link to web page)

.@Shell_OnTheRoad spotlights our site at _____, with a stream cleanup that protects (name of species), restores (food/water source) & improves shelter! Thanks to our partners at @WildlifeHC. #ShellConservation

Tree Planting

.@Shell_OnTheRoad is inviting the community to participate in planting projects. Planting trees and plants restores native habitats and is a simple, yet important way to protect the natural world. #ShellConservation. Click to find a project near you! (link to web page)

.@Shell_OnTheRoad spotlights a tree planting event at our site at (location), that helps protect (name of species). Thanks to our partners @WildlifeHC. #ShellConservation

Education Event

.@Shell_OnTheRoad invites you to participate in conservation education activities across the country to see how you can help protect the natural world around you. #ShellConservation



APPLY FOR WHC CONSERVATION CERTIFICATION®

[WHC Conservation Certification®](#) is the only voluntary sustainability standard designed for broad-based biodiversity enhancement and conservation education activities on corporate landholdings. WHC Certification applications must include at least one qualifying project that meets the following criteria:

1. The project must be locally appropriate (e.g., targets native plants or wildlife species, relevant to the habitat conditions found on-site, relevant to needs of the surrounding ecosystem, and learning needs for the community).
2. The project is voluntary, or goes above and beyond regulatory requirements.
3. The project has at least one stated conservation or education objective, which provides guidance for making management decisions and evaluating outcomes.
4. The project is designed to provide value or benefit to the natural community, such as habitat value for local wildlife or community value for a learning audience.
5. The project is supported by documentation of measurable outcomes for project activities, such as planting lists, habitat monitoring logs, lesson plans, photos, etc.



To make the WHC Certification application process easier, don't forget to record the following:

- Identify/describe the audience
- Number of people reached
- Number of hours learners are engaged in learning
- How often the event takes place
- Photos of the event
- Community need for the project, if applicable
- Timeline of completed activities, incl. project planning, implementation and evaluation
- Copies of any materials used
- Equipment and tools used, such as nets, microscopes, etc.
- Number of hours employees or partners are involved

IMPLEMENTING ACTIVITIES AT OFF-SITE LOCATIONS



Some facilities may have limited access for non-employees. In those instances where the Shell site cannot be used for nature-based activities, consider an off-site location in the community (e.g., parks, churches, municipal or county lands, 4-H or scouting group camps, etc.). Examples of off-site locations could include:

- + *An open area between two woodlands where trees could be planted to enhance forest connectivity*
- + *A degraded stream over run by invasive species and/or trash*
- + *Public or highly visible locations where an event could be held*
- + *A local community center or partner school*

Work with local stakeholders for help identifying the most appropriate off-site locations for implementation. Local conservation experts and stakeholders can also assist in this process by helping evaluate local and regional conservation priorities, and how they can translate into opportunities to restore native habitats in accessible off-site locations.

Before selecting a site, determine hazards and ensure there are enough adults present to monitor younger participants.

Additional resources related to potential partners and conservation priorities to consider when planning an event are available on MarketHub.