



Engaging for Impact

Prepared for SP Biodiversity Working Group

March 11, 2021



The only global voluntary sustainability standard designed to recognize biodiversity and conservation education activities on corporate landholdings.



25
Countries

1762
Projects

665
Certified Programs

WHC Conservation Certification recognizes conservation programs on corporate lands of all types across a suite of habitat, species and education projects. Using a flexible framework, WHC Certification allows corporate facilities of all types to design, implement and manage conservation activities customized to a location's needs and resources, providing value to both a corporate and conservation context.

Further Resources on Certification:

Free OnDemand Webinar on Certification Basics – [here](#)

Application and Review Process & Fees – [here](#)

Certification Support Center - [here](#)





Pollinator Toolkit

A practical guide to improving and protecting biodiversity through the creation of locally appropriate pollinator habitat

Suppliers Partnership Resources

Toolkit Goal

- Provide scalable options to *implement* pollinator projects

Features

Resources

- Project selection guidance
- Planning and implementation tools
- Monitoring protocols and record sheets
- Resources for amplifying and sharing project data

From Idea to Action

2021 priority: moving beyond the pollinator commitment to operationalizing biodiversity actions

Approaches include

















- Developing resources designed to activate teams within regional contexts
- Converting SP projects underway to fully recognized programs
- Institute intermediate recognition for projects in development
- Collaborate with the Emerging Professionals Working Group
- Leverage Conservation Certification® as the verifier of outcomes of SP pollinator and biodiversity initiatives

What do YOU think we need?

Design and deployment of regional planting guides suited to SP locations

Planting lists

Select the best plants for your ecoregion.

Type	Common Name/Image	(See key below)	Scientific Name	Bloom Color	Bloom Dates	Plant Height	Drought Tolerance	Eco-region
Wildflowers	Butterfly milkweed	 P	<i>Asclepias tuberosa</i>	orange, yellow	May - Aug	1-2'	High	1, 2, 3, 4
	Winecup	 P	<i>Callirhoe involucrata</i>	white, pink, purple	Mar - Jun	1-3'	Med	1, 2, 3, 4
	Texas paintbrush	 A	<i>Castilleja indivisa</i>	red, orange	Mar - May	0-2'	High	1, 2, 3
	Plains coreopsis	 A	<i>Coreopsis tinctoria</i>	yellow, brown	Apr - Jun	1-2'	Low	1, 2, 3, 4
	Firewheel blanketflower	 A/P	<i>Gaillardia pulchella</i>	red, yellow, brown	May - Aug	1-2'	High	1, 2, 3, 4
	Prairie verbenas	 P	<i>Glandularia bipinnatifida</i>	purple	Mar - Oct	0-1'	Med	1, 2, 3, 4
	Narrowleaf sunflower	 P	<i>Helianthus angustifolius</i>	yellow	Oct	1-3'	Med	1, 2
	Pink-scale blazing star	 P	<i>Liatis elegans</i>	pink, purple	Aug - Oct	1-4'	High	1, 2, 3
	Texas bluebonnet	 A	<i>Lupinus texensis</i>	white, blue	Mar - May	1-3'	High	1, 2, 3, 4
	Tahoka daisy	 A	<i>Machaeranthera tanacetifolia</i>	purple	May - Oct	1-3'	Med	3, 4
	Blackfoot daisy	 P	<i>Melampodium leucanthum</i>	white, yellow	Mar - Nov	0-1'	High	2, 3, 4
	Colorado four-o'clock	 P	<i>Mirabilis multiflora</i>	pink	Apr - Sept	1-2'	High	4
	Wild bergamot	 P	<i>Monarda fistulosa</i>	white, pink, purple	May - Sept	2-4'	Med	1
	Prairie beardtongue	 P	<i>Penstemon cobaea</i>	white, pink	Apr - May	1-2'	Med	1, 2, 3, 4
	Mexican hat	 P	<i>Ratibida columnifera</i>	yellow, red	May - Oct	1-3'	High	1, 2, 3, 4
Black-eyed Susan	 P	<i>Rudbeckia hirta</i>	yellow	May - Aug	1-2'	Med	1, 2, 3	

 = benefits pollinators | A = Annual | P = Perennial



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Certification Project Requirements

- 1 The project must be **locally appropriate**
- 2 The project goes **above and beyond regulatory requirements**
- 3 The project has at least one stated **conservation or education objective**
- 4 The project is designed to provide **value or benefit to the natural community**
- 5 The project is supported by **documentation of measurable outcomes** for project activities

Contributing

Qualifying*

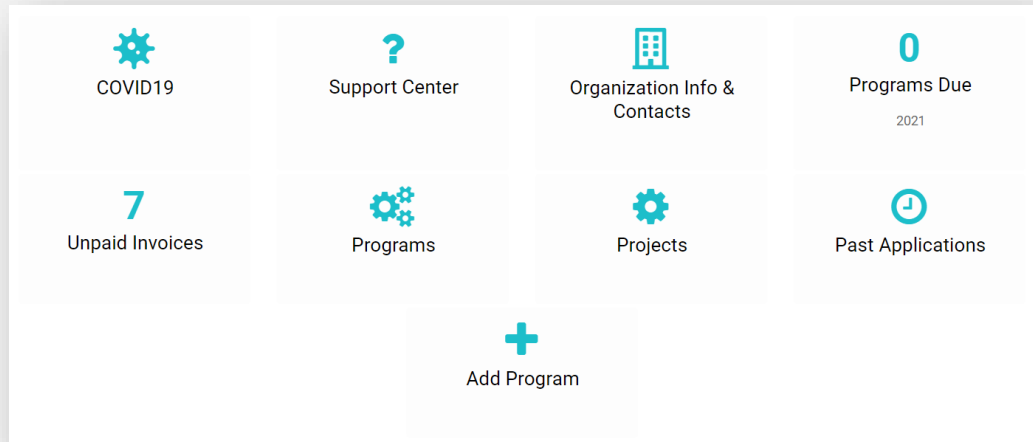
*Need 1 project
to qualify to earn
certification



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Getting your application started

1. Register as a user in the Certification website
2. Register your organization (if applicable)
3. Register your program (use registration code)
4. Select project types



Certification Website

Login

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Password

Login

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[Register](#)

Welcome to WHC Conservation Certification, the only voluntary sustainability standard for corporate conservation actions.

If you're a returning user but this is your first time logging into this version of the website, you'll need to reset your password by clicking **Reset Password** under the Login button on the left.

ADDITIONAL SUPPORT PROVIDED BY



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Tips for success

Match monitoring to objectives which helps with project type selection.

Use observed outcomes to develop next steps for the project.

Submit data and documentation as it happens.

Read questions carefully.

Utilize WHC and our resources!

Certification Wrap Up

1. Application fees are **\$1,200 for member companies; \$2,400 for non-members**
2. Payment can be done through credit card, ACH, check
3. New programs can submit at any time (so long as 5 requirements are met!)
4. Outcomes typically take 6-8 weeks
5. Eligible for awards and recognition at the following year's conference in June.





Questions?

Doreen Davis
Conservation Specialist
ddavis@wildlifehc.org
T 240.247.0932

Sara Cook
Sr. Manager, Conservation
Strategy
scook@wildlifehc.org
M 480.621.9055

www.wildlifehc.org

