

A scenic photograph of a rocky coastline at sunset. The foreground is filled with dark, jagged rocks covered in vibrant green seaweed. The ocean stretches to the horizon, with the sun low on the horizon, casting a warm orange glow across the sky and reflecting on the water. Several large rock formations are visible in the distance.

**Make the ocean
your business.**

Welcome to the Marine Conservation Society partnership guide.

Ocean-friendly businesses are crucial in the fight for our ocean's health.

We work with companies who embrace sustainable environmental action at all levels of their business. Minimising your impact on the ocean can bring about positive, innovative solutions to our ocean's problems.

Together, we can work towards a cleaner, better-protected, healthier ocean. With the support of our partners, our vision of **seas full of life – where nature flourishes and people thrive**, can become a reality.

A message from one of our Ocean Ambassadors



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The sea is in our everyday lives – the seafood we eat, the water it delivers. The sea makes this planet work and if we don't take care of it, that will be our downfall. When it dies, we too die. Most people – when they're given the time to think and they're allowed to make those connections between their behaviour and the problems that this planet is facing – want to change.

The Marine Conservation Society is my kind of charity. Because it's not just about words but actions. It engages with people, and joining one of their beach cleans is just one example. This experience reinforced my belief that slashing the amount of unwanted packaging produced, creating reusable items and encouraging recycling have to be top of the business agenda. The Marine Conservation Society is making sure of that, alongside other critical issues, and I'm very proud to be an Ocean Ambassador for the charity.

Deborah Meaden

Marine Conservation Society
Ocean Ambassador

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Company partnerships

Whether you have a pioneering new product, want to engage your employees in protecting our seas, or want to demonstrate your company's commitment to social and environmental change – working with us can be tailored to fit your business needs.

Company support

- Financial donations
- Gift in kind
- Campaigns
- 1% For the Planet & Work for Good

Commercial partners

- Cause related marketing
- Sponsorship
- Company membership

Employee engagement

- Fundraising
- Volunteering
- Payroll giving



Company support



Financial donations

A corporate donation can be a powerful social and environmental investment tool. We'll work with you to find a match to your interests and help communicate your impact.

Gift in kind

Your company can bring about change for the ocean by donating products or professional expertise.

Campaigns

Adding your voice will amplify our campaigns which call on local, national and international leaders to make decisions that improve the health of our ocean. Collectively, we're a force that people in power can't ignore.

1% For the Planet & Work for Good

If you're a start-up or a still growing business, these are the perfect options for you as you don't have to know upfront what scale of support you are able to offer. We are registered with these platforms, and they operate on a percentage of product sales basis.

Commercial partners



Cause related marketing

Connect your product or service with a cause your customers care about. Differentiating your product or service by licensing the use of our brand in this way can boost your sales, profile and customer base whilst raising vital funds for the health of our ocean.

Sponsorship

Associating your brand with a project or event delivered by the UK's leading marine conservation charity will be beneficial for your business and stakeholders. Build positive brand awareness in connection with the Marine Conservation Society in print, online, via our mobile apps and social media channels.

Company membership

We run a company membership scheme which allows companies to commit to an annual donation. Please ask your MCS point of contact for more information.

Employee engagement



Fundraising

Whether you're looking for a Charity of the Year or a one-off fundraising event, we can provide the tools and resources your employees need to generate unique giving opportunities. We also have a range of fundraising events to get involved with.

Volunteering

It's hard to beat the appeal of a team day on the beach! Strengthen your corporate social responsibility and engage your staff. By doing a beach clean and litter survey with your work colleagues, you'll be taking part in the most influential fight against marine pollution in the UK. Our Clean Seas team uses the data gathered by volunteers to tackle litter at source.

Payroll giving

Payroll giving is a simple and cost-effective way to donate monthly to charity through your salary. We can engage with you in person or virtually to give lunchtime talks about our work to inspire your team.

Work with us to help meet your environmental goals

From cleaning beaches to shaping sustainable policies, we work towards a cleaner, better-protected, healthier ocean.

One we can all enjoy.

Sounds simple, right? Yet it can feel complicated when you're trying to make a good decision, not only for your shareholders, but for your staff and customers too.



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We must take urgent action to improve the health of our ocean.

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Sandy Luk
Chief Executive

Where there's a connection to the ocean, we can help – thanks to our scientific and people focused approach. Here are our ocean goals:

For a better-protected ocean

We secure spaces where species and habitats can recover. We're campaigning for at least 30% of UK waters being effectively managed by 2030 to protect wildlife and ecosystems. Only seas full of life can absorb carbon and help tackle climate change.

For a cleaner ocean

We prevent and clean up marine litter and pollution. We campaign to stop pollution entering our ocean, and our volunteer beach cleans remove and record the litter on our coastline. Using science, we track the health of our waters, influence business practice and call for better environmental regulations.

For a healthier ocean

We promote sustainable fishing and seafood to minimise harm. We support businesses to catch, produce and source seafood sustainably and incorporate conservation into their work. Our Good Fish Guide highlights the most and least sustainable fish, so people can make better seafood-buying choices.

For everyone

We will work hard to ensure everyone is able to enjoy the ocean and what it has to offer, while fulfilling their responsibility to protect it. Whoever and wherever we are, we share one ocean. We all must have equal opportunities to benefit from it. And everyone has their part to play in learning about and protecting it.

Where your business connects with one of these goals, engaging with us through a partnership can add credibility. It can help define the steps you are going to take next month, next year and beyond. We often use the United Nations Sustainable Development Goals (SDGs) as a partnership lens to communicate intent and impact.



SUSTAINABLE DEVELOPMENT GOALS



Our work has resulted in bans on single-use plastic items, the creation of protected marine areas benefitting wildlife and habitats, better managed fisheries and an industry and consumer change in habits towards sustainable seafood, plus the involvement of thousands of volunteers in hundreds of projects across communities all over the country.

But there is much more to do.

Now is the time to get involved and take action for our planet. We can only achieve a healthy ocean together.

We look forward to hearing from you.
fundraising@mcsuk.org



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**MARINE
CONSERVATION
SOCIETY**

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