

Step into the natural world and experience innovative teaching and learning opportunities

“At Anheuser-Busch, we’ve found that the **CLL** program not only offers a way to provide outreach, education and awareness to our neighbors and the community, but also a stimulus for wildlife team members to continue and improve their program. Tying the human element, especially the kids, to the wildlife program gives a great sense of satisfaction and reward to team members.”

~Walter Lehman, Group Leader, Utilities & Wastewater Engineering, Anheuser-Busch Companies, Inc.

Corporate Lands for LearningSM (CLL) is a certification program of the Wildlife Habitat Council (WHC). *CLL* certified corporate sites offer experiential, place-based learning opportunities by using their habitat as a tool for teaching to explore ecological concepts and the human role in conservation.

WHC’s *CLL* program promotes the sustainability of:

- Your **habitat** by bringing in community members who can provide extra hands for habitat management projects;
- The **conservation movement** by instilling a love of nature in learners of all ages who visit your site; and
- Your **corporation** by inspiring youngsters to learn more about the corporate role in conservation of natural resources and encouraging them to explore careers in science- and math-based disciplines.

What Are the Advantages of a *CLL* Partnership?

WHC sites initiating *CLL* programs take advantage of a wide range of benefits. Hosts gain the opportunity to educate the public about corporate environmental initiatives and open lines of communication for fostering an acceptance and trust between the corporation and the surrounding community.

Providing opportunities to learners of all ages, these experiential programs also help to meet the growing need to get children back into nature and increase their understanding of the natural world. By establishing education rooted in local ecosystems, *CLL* encourages positive environmental experiences and offers an array of learning opportunities that are developmentally appropriate for students. This critical interfacing with nature helps to combat the increasing “extinction of experience” prevalent in today’s youth, while allowing learners to explore concepts and skills related to regional and national learning standards.



Photo courtesy of ExxonMobil.





Who Benefits When You Establish a *CLL*?

- **School students** will use your habitat as an “outdoor classroom” while building essential knowledge in key concepts and skills.
- **Scout groups** can earn merit badges while assisting your team in habitat establishment, management, or monitoring.
- **University students** and professors may conduct research in your habitat.
- **Members of the community** will connect to the environment and learn about your company’s role as an environmental steward through nature trail use and special events featuring your habitat.

How Do I Get Started?

WHC staff will assist your site every step of the way as you seek *CLL* certification—and now the process for becoming a *CLL* partner is ever easier!

WHC has begun an introductory program for sites who wish to move more deliberately into full *CLL* certification. Once you have registered your existing educational offerings as a *Conservation Education Site (CES)*, WHC staff will work with you to build your programs and work toward full *CLL* certification. Any active WHC site conducting educational or outreach activities can register as a *CES*; this registration ensures that your team will be invited to workshops conducted by WHC staff and provides you with our *Education Works* newsletter.



For more information on *CLL* and *CES*, contact WHC’s Education & Outreach Program Director at CLL@wildlifehc.org or learn more online at www.wildlifehc.org.

“*CLL* and our own habitat project became one and the same. Engstrom Lake was restored, but Rinker didn’t do it alone. Local students helped to restore this habitat, assisting in everything from research to planting days—and now it’s their own outdoor laboratory.”

~Tracy Bryant, Community Relations Coordinator, Rinker Materials Corporation



Photo courtesy of Ontario Power Generation.