

Benefits of Participating in the CWRP

The CWRP is a focused, yet flexible way for the business sector to voluntarily help restore critical habitats across the U.S. Companies contribute both money and important in-kind services, such as engineering, legal and environmental support. On average, every \$1 of corporate contribution generates \$3 or more in matching governmental funds.

Participating companies:

- Are involved with tangible projects that yield critical environmental improvements
- Multiply their contributions through matching funds
- Instill employee pride and provide opportunities for employee involvement in CWRP projects
- Enhance working relationships with government agencies and officials, conservation organizations, community groups and academia
- Enjoy positive publicity from media coverage, awards and recognition events
- Strengthen their corporate image as environmentally and socially conscious companies.



Duke Energy employees worked with the Galveston Bay Foundation to restore an important oyster reef habitat in Texas.

My Administration strongly supports efforts like this that bring together a variety of resources – public, corporate, and nonprofit – that meet common goals and address challenging environmental and economic needs. I appreciate your dedication to making this partnership grow and succeed in restoring our wetlands and aquatic resources.

President George W. Bush
in a letter to the CWRP



For current information on CWRP see our website at www.cwrp.org, or contact us at cwrp@coastalamericafoundation.org or 202-401-9928



Coastal America federal partners:

The Departments of Agriculture, the Air Force, the Army, Commerce, Defense, Energy, Housing and Urban Development, the Interior, the Navy, State, and Transportation; the Environmental Protection Agency; and the Executive Office of the President.

Coastal America

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The National Association of Manufacturers (NAM) is the national sponsor of the CWRP and the nation's largest industrial trade association. The NAM represents 14,000 members and 350 member associations serving manufacturers and employees in every industrial sector and all 50 states.

National Association of Manufacturers

1331 Pennsylvania Avenue, NW, 6th Floor
Washington, DC 20004-1790
www.nam.org

The CWRP Corporate Wetlands Restoration Partnership

A National Crisis – A Focused Solution

Wetlands are vital natural resources. They purify our water, help prevent floods and are homes to many plants and animals, including rare and endangered species. Besides providing these critical ecological functions, wetlands and aquatic habitats contribute over \$100 billion annually to the U.S. economy through tourism, commercial and sports fishing, outdoor recreation and related activities.

However, the contiguous United States have lost more than half of their wetlands since 1780. And each year, more wetlands disappear. While we cannot turn back the clock, many wetlands can be successfully restored.

The Corporate Wetlands Restoration Partnership (CWRP) is an innovative private-public initiative which is bringing together businesses, government agencies, conservation organizations, community groups and academia to protect, enhance and restore our nation's critically important wetlands, coasts and waterways.



The Ed Bill's Pond project in Connecticut constructed a fish ladder to enhance migratory fish habitat.

The History of the CWRP

Recognizing the need to more fully involve the corporate sector in restoring these vitally important habitats, The Gillette Company joined with the Massachusetts Executive Office of Environmental Affairs and the U.S. Environmental Protection Agency in 1999 to create the CWRP.



Sagamore Marsh, the first CWRP project, restored tidal flushing to this 170-acre salt marsh in Massachusetts.

With the assistance of Coastal America, itself a partnership of federal governmental agencies, the group expanded from its Massachusetts base to the New England region in January 2000, and launched the National CWRP in May 2000. Since that time, a number of state CWRPs have been established, and more are in development.

The Corporate Wetlands Restoration Partnership enables companies to take their environmental commitment beyond their facilities into the communities where they operate, in order to restore America's valuable wetlands.

James M. Kilts, Chairman and CEO
The Gillette Company

How the CWRP Works

Corporate contributions are combined with governmental and other funds to protect, enhance and restore coastal and freshwater wetlands and aquatic habitats. Each CWRP entity is a non-profit state, regional or national partnership. At each level, advisory boards recruit partners and select projects to support with funding and in-kind services.

The CWRP uses the processes and structures already established by Coastal America to identify, qualify and implement projects. Coastal America is a partnership among federal, state, local and tribal governments and private alliances to address environmental problems affecting our nation's coasts, waterways and wetlands.



School children raised beetles for biocontrol of invasive vegetation in Massachusetts.

As a leader in restoration, the CWRP forges success through a powerful formula – leveraging the combined strength of corporations, public agencies and nonprofit organizations for the future of our natural heritage.

Mark Wolf-Armstrong, President
Restore America's Estuaries,
national conservation alliance

Wetlands and aquatic habitat projects across the country are awaiting your contribution and involvement. By participating in the CWRP, your company can make a real difference in the future of our natural world.