

**HOLKHAM**

**WONDER**

Making sustainability  
second nature

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Head of Marketing



**HOLKHAM**

What are  
we up to?

Our vision is to be the  
UK's most pioneering and  
sustainable rural estate.

# WONDER

Our sustainability and  
conservation action plan

## Pioneering environmental gain

Our first commitment is to increase natural capital every year with every decision made.

## Championing low carbon living

Our second goal is to become a carbon negative estate by 2040.

## Treading lightly and stamping out waste

Stamping out waste is our third focus, with a goal to reduce the amount of non-recycled waste we generate by 10 percent each year for the next 10 years.

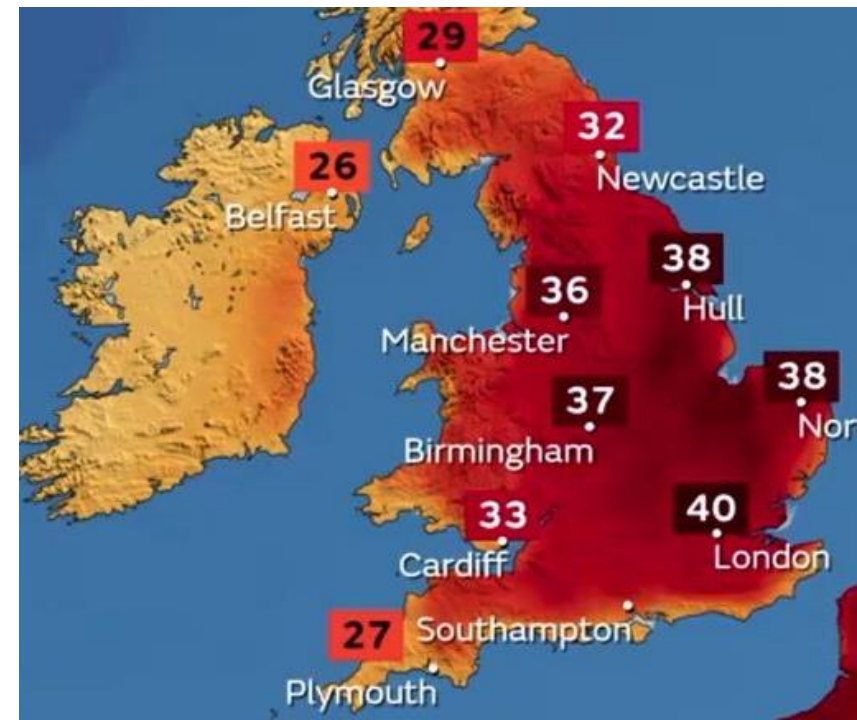




Why are we doing  
it?



LIBRARY  
IS CLOSED  
UNTIL  
OPENING TIME



“The fact is that no species has ever had such wholesale control over everything on earth, living or dead, as we now have. That lays upon us, whether we like it or not, an awesome responsibility.

In our hands now lies not only our own future, but that of all other living creatures with whom we share the earth.”

David Attenborough,  
Life on Earth



Who is  
responsible?

# Our five great behaviours

Teamwork

Mutual Respect

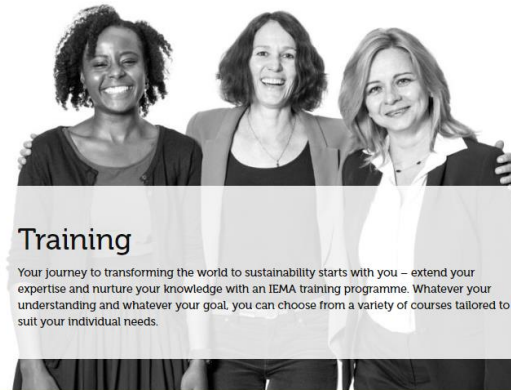
Sustainability

Challenge

Go See

# IEMA

Transforming the world  
to sustainability



## Training

Your journey to transforming the world to sustainability starts with you – extend your expertise and nurture your knowledge with an IEMA training programme. Whatever your understanding and whatever your goal, you can choose from a variety of courses tailored to suit your individual needs.

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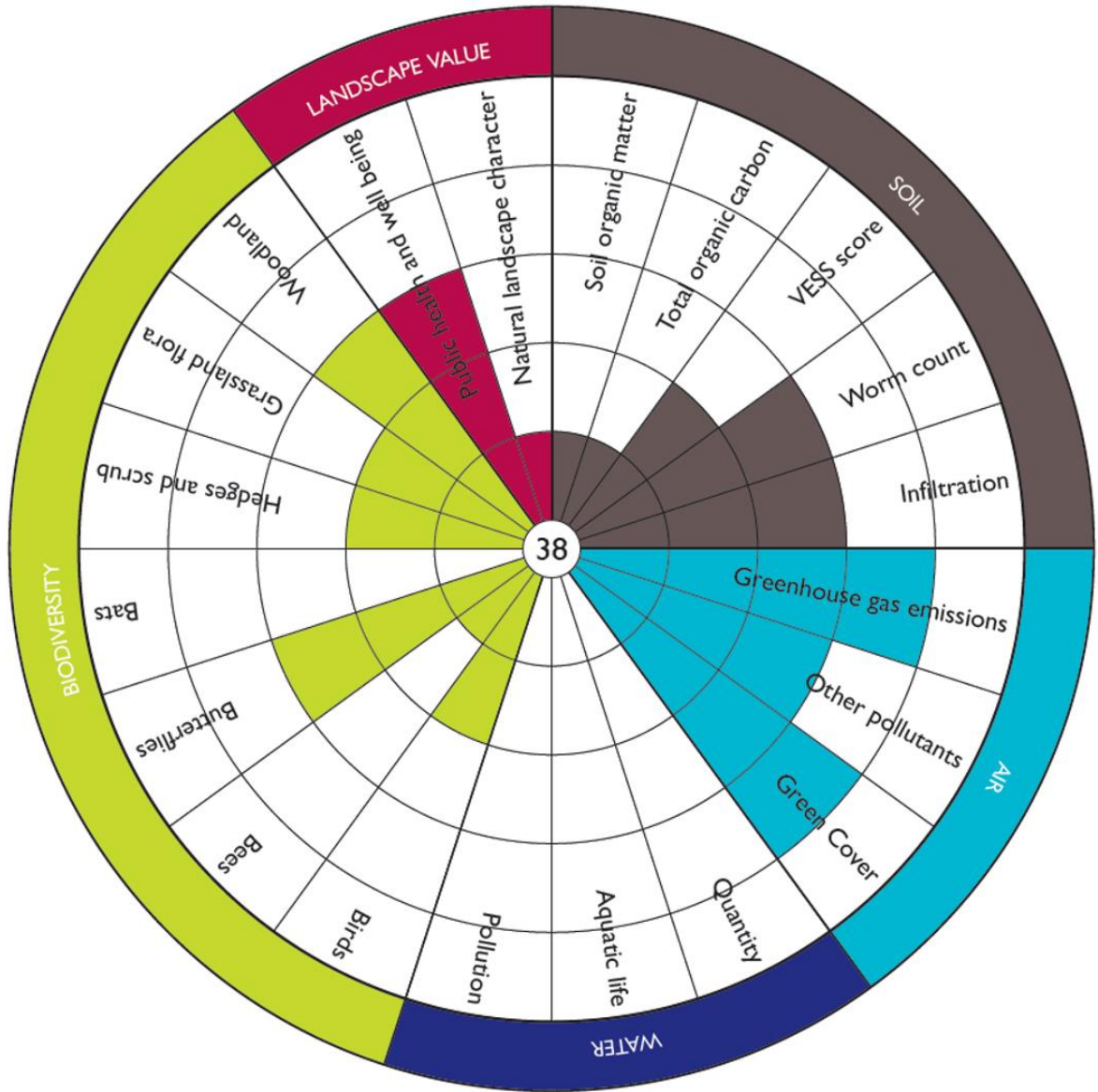




**CATALYST FARMING**  
**BETTER TOGETHER**



How are we  
doing it?







To

conclude...

## Sustainability projects

Having a sustainability strategy is all very well and good, but it is the live projects that deliver results and ultimately move us towards achieving our goals. Read on to find out what our amazing teams have been up to across the estate.

[View all projects](#)

### Creating more compost

We are considering how we can generate our own compost on a large scale.

[Read more](#)

### Re:WONDER

Reuse is the best way of reducing the amount of waste we generate.

[Read more](#)

### Measuring our natural capital

In order to improve our goal to increase natural capital every year, we first needed to work out a way of measuring it.

[Read more](#)



W O R K I N

P R O G R E S S

# S



## SPECIFIC

Make your goals specific and narrow for more effective planning.

# M



## MEASURABLE

Define what evidence will prove you're making progress and reevaluate when necessary.

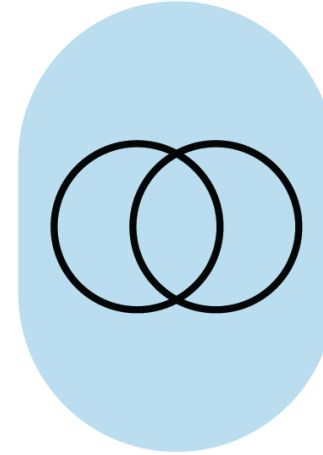
# A



## ATTAINABLE

Make sure you can reasonably accomplish your goal within a certain time frame.

# R



## RELEVANT

Your goals should align with your values and long-term objectives.

# T



## TIME-BASED

Set a realistic ambitious end-date for task prioritisation and motivation.

HURRY ON



# BREAKING BOUNDARIES

THE SCIENCE OF OUR PLANET

**NETFLIX** | WATCH NOW





“THE FUTURE’S NOT DETERMINED,  
**THE FUTURE IS IN OUR HANDS;**  
WHAT HAPPENS OVER THE NEXT  
CENTURIES WILL BE DETERMINED  
BY HOW WE PLAY OUR CARDS THIS  
DECADE.”

**PROFESSOR JOHAN ROCKSTRÖM**

# Thank you for listening.

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