



## McDONALD'S® AND CONSERVATION INTERNATIONAL: TWO DECADES OF WORKING TOGETHER FOR ENVIRONMENTAL PROGRESS

**McDonald's became Conservation International's first corporate partner in 1990.**

Since then, McDonald's has worked closely with Conservation International to develop global policies and programs to advance environmental responsibility around the world.

- **Bee Good to the Planet:** In 2007, McDonald's is partnering with DreamWorks Animation SKG™ and Conservation International to build environmental awareness and encourage kids to "Bee Good to the Planet" as part of the McDonald's "Bee Movie™" Happy Meal™ Promotion. McDonald's also pledged funds to directly support Conservation International projects in South Africa and Mexico designed to protect important bee habitats.
- **Sustainable Supply Chain:** Beginning in 2002 through 2007, McDonald's has collaborated with Conservation International to develop a global sustainable supply chain vision and set of principles that provide a framework that guides McDonald's efforts to integrate sustainability with suppliers.
- **Amazon Rain Forest Protection:** Since 2006, McDonald's has worked with Greenpeace, Conservation International, and others to establish a moratorium on soybean sourcing to help protect precious areas of the Amazon Rain Forest.
- **Supplier Environmental Scorecard:** Conservation International worked with a team of McDonald's suppliers to develop an environmental scorecard to help McDonald's suppliers measure and improve upon four key areas of environmental impact: water use, energy use, solid waste and air emissions. First piloted in 2005, it is now being expanded to McDonald's global suppliers.
- **Sustainable Fish Program:** In 2001, McDonald's and Conservation International established a sustainable fisheries program that has led to the shifting of more than 18,000 metric tons of fish.
- **Amistad Conservation and Development Initiative (1991-1997):** McDonald's, members of its supply chain and Conservation International collaborated on a conservation project helping to preserve precious areas around the 4.4 million acre La Amistad Biosphere Reserve which stretches from Costa Rica to Panama.
- **Discover the Rain Forest Happy Meal (1991):** McDonald's in collaboration with Conservation International launched the very first Happy Meal with a conservation message that reached millions of customers.
- **The Rain Forest Imperative (1990):** An educational video outlining important issues facing the rain forests that McDonald's made available to schools.

To learn more about McDonald's environmental efforts, visit:

<http://www.mcdonalds.com/corp/values/place/evnroment.html>

© 2007 McDonald's