



CONSERVATION INTERNATIONAL - MCDONALD'S PARTNERSHIP TIMELINE

1990 — The Rain Forest Imperative

In January of 1990, Conservation International and Kurtis Productions teamed up to produce a video entitled *The Rain Forest Imperative*. McDonald's provided the funding to underwrite the video while providing complete editorial control to Kurtis Productions for its content. This video, which looks at several important issues facing the rain forest, aired on the A&E Network at least a dozen times over a two year period.

Additionally, Kurtis Productions worked with CI to produce a 20-minute version of the video as part of an education tool kit for teachers nationwide. McDonald's continues to promote the free distribution of this *Rain Forest Teaching Kit* on its web site through the company's Educational Resource Center.

1991 — Discover the Rain Forest Happy Meal

In 1991, Conservation International and McDonald's designed and released the *Discover the Rain Forest Happy Meal*. Reaching more than 38 million customers, this program not only brought the conservation message directly to consumers through its educational messages, but a portion of each sale went directly to rain forest conservation efforts.

1991-1997 — Amisconde

From 1991-1997 Conservation International partnered with McDonald's, Texas A&M and Clemson University on the *Amistad Conservation and Development Initiative* or "Amisconde" as it is known. This was an important bi-national project that focused on the important buffer zones around the 4.4 million acre La Amistad Biosphere Reserve which stretches from Costa Rica into Panama.

The project set up a proactive management strategy in these buffer zones that worked directly with the local residents in Costa Rica and Panama on issues including forestry, agriculture, soil conservation, environmental education and community development. Hundreds of acres of land not suitable for cultivation were reforested, additional cleared land was left to regenerate naturally, and cattle farmers were shown how to better manage their livestock. The project also set up a credit system managed by the farmers themselves, allowing them to establish soil-conservation projects, start tree nurseries, and establish environmentally friendly products and businesses.

A McDonald's representative sat on the Executive Committee overseeing the Amisconde project. McDonald's also helped fund of the project through its global operations. Additionally, McDonald's arranged for funding through its "McFamily" consisting of members of its supplier chain — including Coca-Cola and Keystone Foods — to provide additional funding.

2002-2007 — Socially Responsible Food Supply Guidelines

In 2002, McDonald's and CI partnered again through CI's newly formed, Center for Environmental Leadership in Business to develop and demonstrate ways to incorporate sustainability and conservation criteria into McDonald's food supply chain in an economically achievable way.

One of the major accomplishments of this initiative was the development of an environmental scorecard to help McDonald's suppliers measure and improve upon four key areas of environmental impact including water use, energy use, solid waste and air emissions. First piloted in 2005, it is now being expanded to McDonald's global suppliers. Additionally, McDonald's and CI established a sustainable fisheries program that has led to the shifting of more than 18,000 metric tons of fish.

2006-2007 — 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.

2007 — Bee Good to the Planet Initiative

In 2007, CI and McDonald's partnered with McDonald's to directly engage the company's customers to build environmental awareness and encourage kids to take the "Bee Good to the Planet" pledge as part of the McDonald's "Bee Movie™" Happy Meal™ Promotion with DreamWorks Animation SKG™. McDonald's also pledged funds to directly support Conservation International projects in South Africa and Mexico designed to protect important bee and pollinator habitats.