
Press Release

For immediate release

Invesco celebrates one year anniversary of environmental partnership with WWT

18 September 2024, London – Invesco UK and WWT are celebrating one year of working together to support conservation and restoration of UK wetlands. Wetlands have multiple benefits for people, animals and the planet. Providing nature-based solutions, they store a prolific amount of carbon; they reduce flood risk; treat water by removing pollutants; help to increase biodiversity* and have holistic benefits for our wellbeing too. Invesco remains the largest donor to the Blue Recovery fund, which WWT launched in 2020, with the aim of creating and restoring 100,000 hectares of wetlands across the UK by 2050. The firm has been supporting a number of key wetland creation projects and vital research through this fund.

Invesco UK's support has contributed towards WWT's critical mapping work to identify locations in the UK for wetland creation and restoration. WWT has launched a [Community Growing Hub](#) which has seen over 20,000 micro plugs planted at the Slimbridge headquarters; over 7,000 were donated to community groups and around 2,000 sold directly for wetland restoration. Conservation evidence, Blue Prescribing research and flood management schemes have also been funded.

In addition to the funding, to date 47 Invesco staff have volunteered at the London wetland centre in Barnes with 30 more attending before the end of 2024. Staff have also volunteered at Invesco's Henley-on-Thames office to create their own mini wetland.

Claire Myers, Director, Corporate Responsibility for EMEA at Invesco, said: "There is so much great work being done by the team at WWT, that you can't help wanting to spread the word and share the wonders of wetlands with new volunteers. Since the launch of this partnership the engagement from staff has been really strong and we're currently booking in more volunteering days in 2025 to meet the increasing demand."

Peter Lee, Head of Philanthropy and Partnerships at WWT said: "WWT is delighted to continue working alongside Invesco, whose contributions ensure that more people can experience the beauty and value of wetlands. As the largest donor to the Blue Recovery fund, Invesco's support also means we can

conduct more critical research into the restoration and creation of new wetlands, with a goal of building a bigger and more connected network of these vital habitats.

“We’ve enjoyed welcoming Invesco staff to our centres as volunteers, and it’s been fantastic to see the enthusiasm and passion for wetlands across the board. We’re looking forward to sharing the joy of wetlands as the partnership continues.”

Invesco believes everyone has a part to play in reversing the loss of wetland habitats, from tiny ponds to saving critically endangered species. For more information about this partnership visit [here](#), and book a visit to a WWT centre in the UK [here](#).

*40 per cent of all plant and animal species live or breed in wetlands.

ENDS

Notes to Editors:

The Blue Recovery fund aims to support WWT’s work toward their goal to create or restore 100,000 hectares of wetlands, including vital research as well as supporting project that directly create and enhance wetlands.

For more information on WWT Blue Recovery, visit [wwt-blue-recovery-proposal.pdf](#)

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About WWT

Our natural world is in trouble. But, at WWT, we know there’s a wondrous solution. You’ll find it wherever water meets land.

Wetlands are super-powered ecosystems. But we are losing them at a staggering rate. These wildlife-teeming, flood-buffering, water-purifying, mood-lifting, carbon-sinking habitats need our help.

That’s why we’re on a mission to restore wetlands and empower everyone to do the same. From getting muddy outdoors and taking action, to forming partnerships at a scale we’ve not seen before and rallying governments worldwide, we’re leading the way. We’re sharing the wonders of wetlands and building a global community of nature lovers who will champion wetlands and help wildlife bounce back.

WWT is a charity that is actively restoring wetlands in the UK and globally. But we can’t do it alone. Every action we take together, large or small, will help wetlands burst with life once more. Because when wetlands flourish, all life will flourish.

About Invesco Ltd.

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