



Admiral Group partners with Earthwatch Europe to become Wales' first corporate sponsor of Green Earth Schools and Tiny Forest

11 July 2024 12:00 PM BST

Admiral Group has partnered with Earthwatch Europe to sponsor the Green Earth Schools and Tiny Forest programmes in Wales.

The Group's donation will support the creation of Wales' first two Green Earth Schools, transforming school grounds into nature-rich spaces where pupils can learn and thrive. The sponsorship will empower students to build a quality green space in their school grounds and enable them to take positive action for our planet. The programme will equip teachers with resources to conduct outdoor education, inspire curiosity of the natural world, and build a foundation of environmental knowledge for children.

The partnership will also provide for the planting and maintenance of two new Tiny Forests in Wales. The Tiny Forest programme is a community-driven initiative which involves the planting of 600 native trees in a tennis-court sized patch within an urban area.

In line with Admiral Group's purpose 'to help more people look after their future', the partnership embodies an integrated approach to the Group's social and environmental impact. The Green Earth Schools and Tiny Forest initiatives empower communities to actively engage in environmental stewardship, fostering education and a sense of social responsibility for sustainable development.

Michelle Leavesley, Group Head of Sustainability at Admiral Group, said:

"Our collaboration with Earthwatch Europe perfectly aligns with our approach to sustainability, as we strive to deliver the best possible outcome for our society. Through education and environmental action, we can sustain and enhance our green spaces for future generations."

Emily Pennifold, Project Manager at Earthwatch Europe, said:

"We are excited to partner with Admiral Group to bring the first two Green Earth Schools and another two Tiny Forests to Wales. Through these initiatives, pupils, teachers and local communities will gain the knowledge, confidence and skills needed to take action for our planet. Both the Green Earth Schools and Tiny Forests will help boost biodiversity and provide valuable green spaces for generations to come."

Notes to editor

For media enquiries, please contact:

Claire Foster

claire.foster2@admiralgroup.co.uk

+44 (0) 7525665504

About Admiral Group

Admiral Group is a leading FTSE100 Financial Services company with businesses in the UK, Europe and the US. Established in 1993 as a car insurance specialist in the UK, it has expanded into other countries and products such as household, travel and pet insurance, as well as personal lending products.

Admiral has been awarded 'Best place to Work' in the UK and one of the best companies to work worldwide. Admiral's strategy remains highly focused on building customer-centric, sustainable businesses for the long term. Admiral's customers and colleagues are at the heart of what Admiral does and underpin its strategy.

About Earthwatch Europe

Earthwatch Europe is an environmental charity that helps people take action to protect the natural world around them. We connect people with nature and give them the tools they need to fight for our planet. We support communities and organisations to build knowledge, create connections and motivate action. Earthwatch is pioneering Tiny Forest in the UK and is conducting a research study to help us understand the social and environmental benefits that these forests bring.