

CORNWALL SEAL GROUP RESEARCH TRUST

WILD SEAL CARE: ADOPTION AND CORPORATE SPONSOR PACKS

ENVIRONMENTAL GROWTH

INTRODUCTION

Cornwall Seal Group Research Trust (CSGRT) is an internationally renowned, multi award winning, evidence-based marine conservation charity. CSGRT champions Cornwall's globally rare speciality species - the grey seal, and aims to protect Cornwall's precious marine environment. CSGRT engage and support volunteer citizen scientists to survey and identify individual seals, and research marine life alongside the impact of coastal & human activity. Their scientific reports advise global groups, statutory agencies and public consultations on threats.

Tevi Supported CSGRT with a grant application to help fund an external consultant who developed seal adoption study packs and corporate research sponsorship packs that focus on specific research activity thus allowing for an increase in our understanding of Cornwall's marine ecology. The study packs include individual wild seal stories informed by CSGRT research to inspire and enthuse people about globally rare speciality seal species.



GRANT AWARDED

£10,000

Used to purchase

Consultancy to create, design & deliver two CSGRT 'Wild seal care' packs aimed at adoption and corporate sponsorship.

BUSINESS ASSISTANCE

The support from Tevi has helped us develop resources that have led to an emotional connection between human beings and Cornwall's grey seals.

The result is likely to be a better long term outcome for this globally rare, UK speciality species".

Sue Sayer (Director)

IMPACT SUMMARY

The wild seal stories have helped to build powerful connections between interested parties and wild seal populations, helping people to value and develop a greater understanding of Cornwall's wildlife which is a key aim of the Cornwall Council Environment Growth Strategy. This has resulted in participants reforming their attitudes and contributes to longer term behavioural change.

All CSGRT packs contain information about how individuals, schools and other organisations can take simple, small, progressive actions to benefit the marine environment and reverse environmental degradation.

