

What is the Eden Project?

Opened in 2001 the Eden Project's mission is **"To promote the understanding and responsible management of the vital relationship between plants, people and resources, leading to a sustainable future for all."** Eden is a social enterprise, the primary purpose of which is to maintain and develop a place of incomparable beauty and interest that draws and educates people from across the globe. Eden aims to play a major role in significant social and environmental change globally. Eden is amongst the top five paid-for visitor attractions in the UK, has raised £130 million in grants, hosted 8 million visitors, maintains a workforce of 430 and has made an astounding contribution of £750 million to the local economy.

Facilitating Change!

Eden presents, to the widest possible public audience, the need for environmental care through celebrating what nature gives to us. Eden illustrates the choices we can make to foster a better world.

Eden believes that people really want to do something positive to make a difference but are:

- **Confused about the complex issues**
- **Held back by a lack of understanding about the connections between them**
- **Overwhelmed by the scale of the challenges**
- **Unclear what actions are really effective, what changes are under their control and generally worried that there will not be a positive route to the future**

Eden's role is to tackle these barriers by developing an interpretation and education programme that builds connections, illustrates choices and builds an understanding that we can rise to the challenge and face change with hope.

Here are some of the ways we do this...



A World class visitor destination

(Eight Million visitors through our doors in the last five years)



Celebrate campaigns which reflect our mission statement



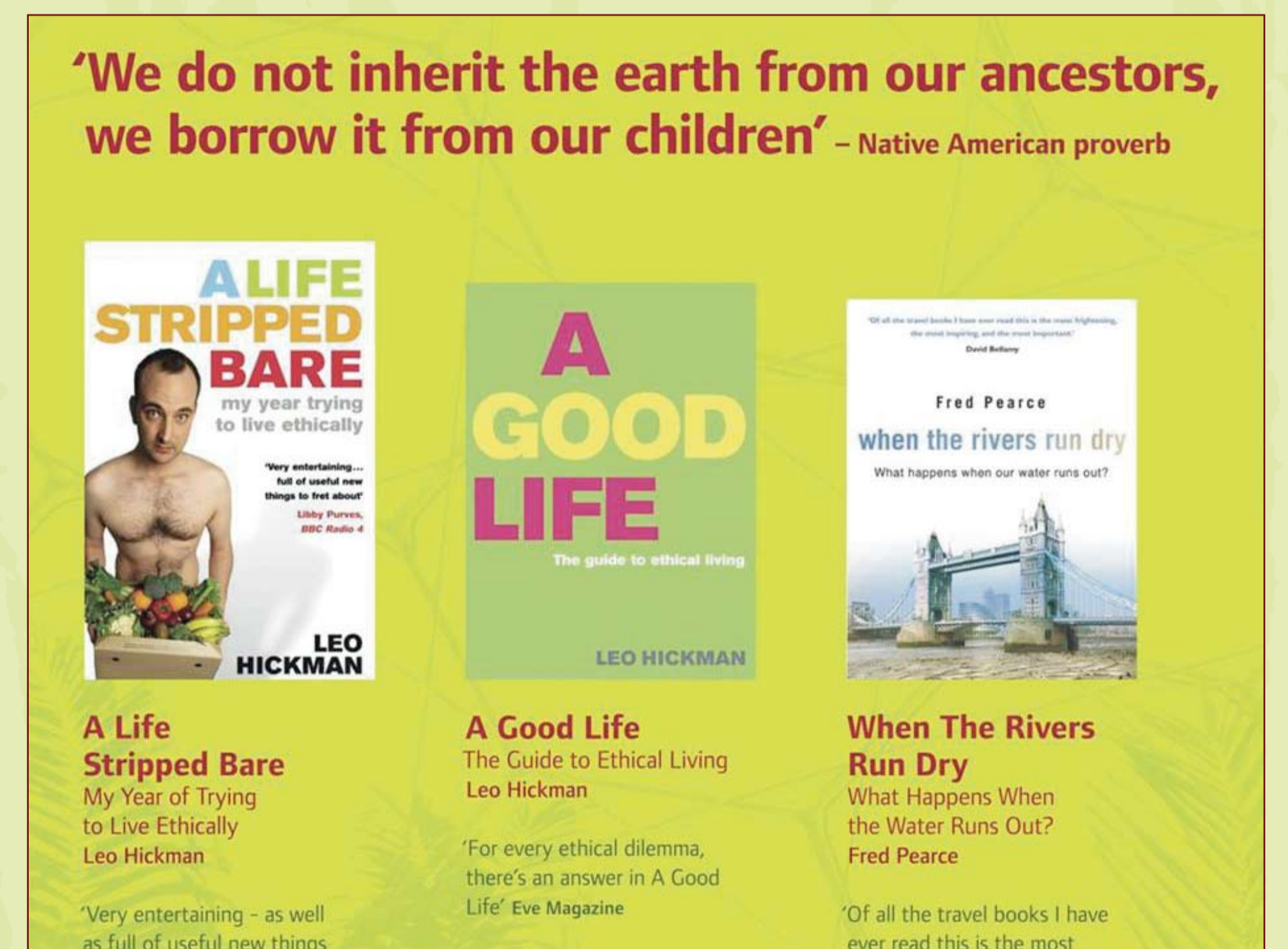
The Core Education building is a model of sustainability



Sessions and Seasons that are theatrical, provide hope, stir emotions and inspire change.



Provides displays without plants...
(Sexy Green Car Show held at the Eden Project March 2007)



Eden Projects messaging extends through our books, catering, and retail



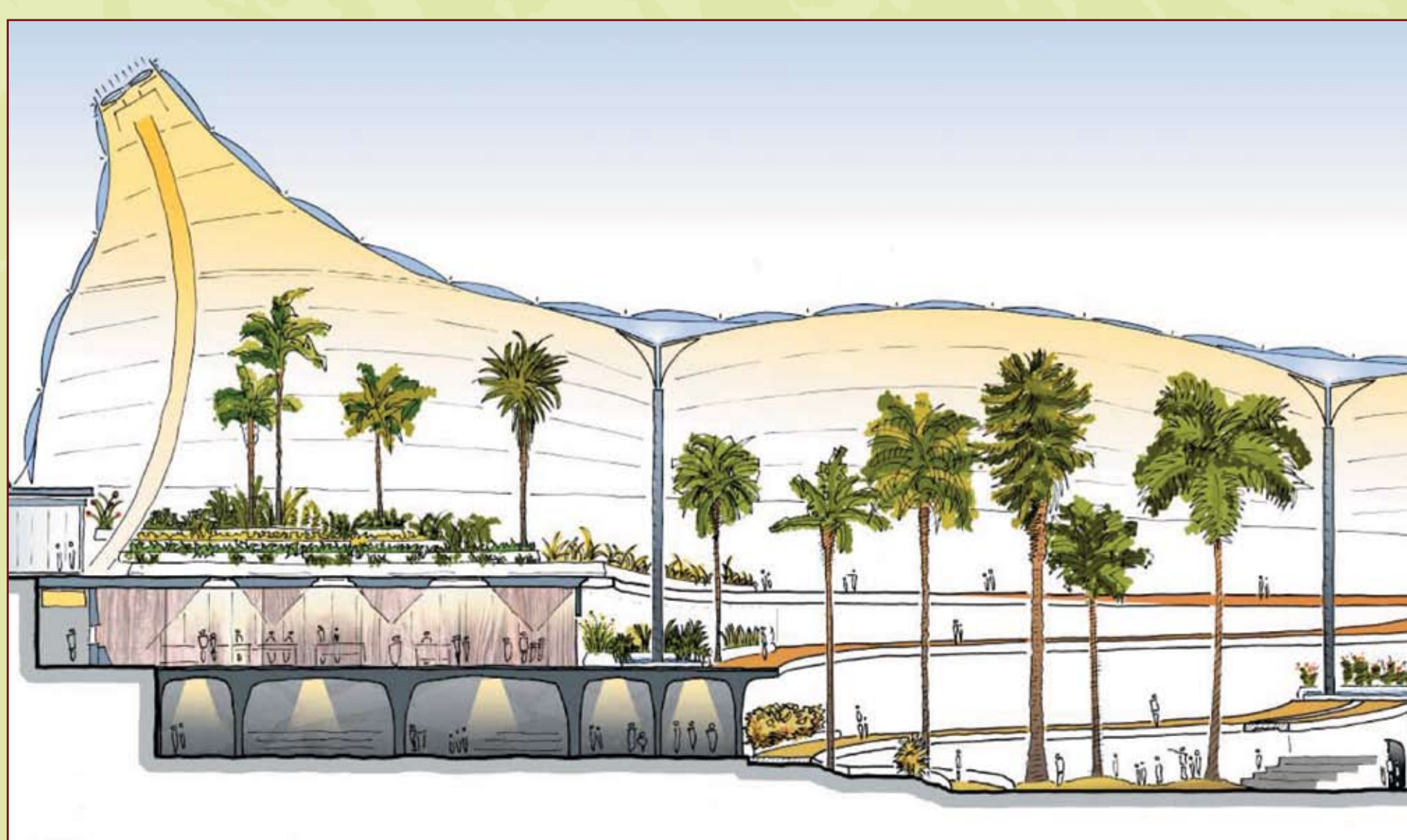
We aspire to demonstrate best practices...



Deliver change through Partnerships



Bringing people together to hold conversations that just might lead somewhere...



The Future, The Edge!

Eden is one of six visionary projects short listed to go through to the second stage of the Big Lottery Fund's Living Landmarks. The winner of this will be determined by a televised public vote. The Edge has its roots in our original ambition to have a biome that focused on the desert regions of the world. This building will focus on the challenges of water use and water security, energy use and energy security and climate change. It will raise questions such as: Are we in shape for the 21st century? How well are we equipping our children for the world ahead of them?



Photograph taken in 1995 of the former Cornish china clay pit.



Photograph taken in 2001 of the Eden Project with the two biomes the larger being the Rainforest Biome, the smaller, the Mediterranean Biome.