

SUSTAINABILITY

## Bentley builds longterm commitment to sustainability with new foundation

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*Cocreating eco-projects with nongovernmental organizations (NGOs) for the first time, the new organization signals a holistic embrace of impact reduction and green innovation. Image credit: Bentley Motors*

By EMILY IRIS DEGN

British automaker Bentley is presenting a major move involving the planet.

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The company has created the Bentley Environmental Foundation, raising sustainable ambitions to surpass carbon neutrality alongside related initiatives. Cocreating eco-projects with nongovernmental organizations (NGOs) for the first time, the new nonprofit division signals a holistic commitment to long-term impact reduction and green innovation.

"We will reinvent Bentley, and create a fully electric car business by 2030, which will already be taking a huge step to reduce our Environmental impact," said Adrian Hallmark, CEO of **Bentley Motors**, in a statement.

"However, without parallel changes to global renewable energy production, carbon capture and reduction in raw material usage, this benefit will be relatively small it is not all about the car itself," Mr. Hallmark said. "For this reason, in addition to our direct investment into products, Crewe site and new technologies, we are committing our support to organizations on the front line of environmental innovation, through a newly formed Bentley Environmental Foundation whose purpose is to fund pioneering, discovery-led initiatives that can make a positive impact beyond our own business needs.

"We aim to engage customers and innovators to participate with us to seek out and support breakthrough technologies and solutions with the aim to lead the way on reversing the effects of climate change."

Going on green

With the creation of the Bentley Environmental Foundation, the automaker is upping its sustainability effort on multiple fronts.

The brand's charity will work on a global basis, financing preservation efforts. While anyone can donate taxpayers' contributions in the United States are **tax-deductible**, for instance Bentley has given the first sum at 3 million euros, totaling roughly \$3.8 million.

We are excited to announce the launch of the [#Bentley](#) Environmental Foundation, building on our [#Beyond100](#) strategy and long-term commitment to sustainability. Get involved: <https://t.co/nYuznUwxrL>

Bentley Motors (@BentleyMotors) [June 13, 2023](#)

The foundation will look to fund various environmental projects, each revolving around scientific innovation, nature-inspired approaches and a conscious centering of experts.

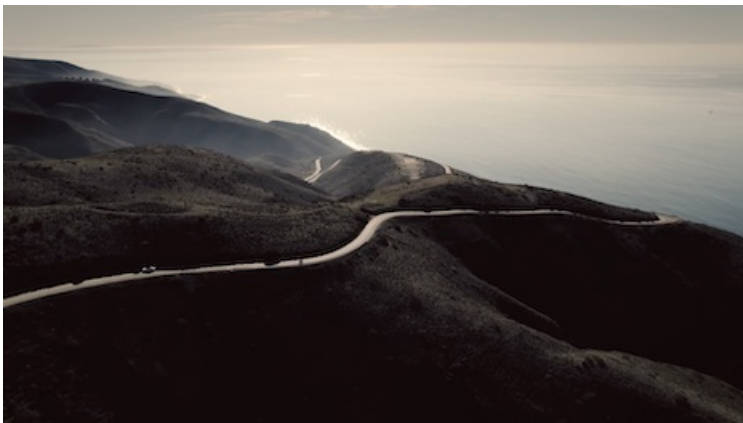
"Like many businesses around the world, we still have much to learn about how we can contribute to a brighter future," said Mr. Hallmark, in a statement.

"But one thing is for certain, most of the technologies needed to reverse the man-made effects on our environment are now affordable and available, and Bentley will lead in their adoption in the luxury sector," he said. "And for those challenges that are still unaddressed, the Bentley Environmental Foundation will contribute its part to identify, promote, industrialize and adopt new solutions.

"The opportunity to act and innovate has never been more exciting than now."

The Ray of Hope fellowship is one of the first three initiatives formed in part by the foundation Bentley is engaging [The Biomimicry Institute](#) under this umbrella. The organization advocates for the implementation of processes and mechanisms found in the natural world to solve human crises, taking on original research and education pushes.

Urging those in power to scale large-scope efforts based on environmental emulation, The Biomimicry Institute brings together modern technology, the human-to-habitat relationship and interconnection in an intersectional approach to climate action. Specific solutions include biophilic architecture, biotechnology implementation and the regulation of circularity efforts.



*Bentley is bolstering its current Beyond100 moves, pushing beyond carbon offsets. Image credit: Bentley Motors*

The fellowship will support 10 to 30 recipients, as well as startups, on an annual basis, empowering activists to tackle systemic change in favor of a livable planet.

Bentley is also working with nonprofit [Project Drawdown](#), a group focused on getting atmospheric greenhouse gases to a steadily declining level through global partnerships and evaluations of current approaches.

The cocreated project, Labs Capital Accelerator, works to bridge the gap between sustainable giving and global investments through the introduction of an open-source tool for scientists, engineers, investors and philanthropists to communicate and work as one.

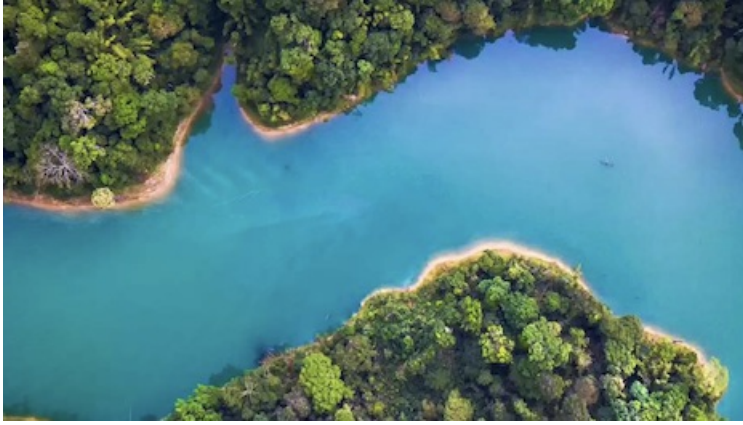
Calling for decarbonization

Like many luxury names across categories, including that of auto companies ([see story](#)), carbon emissions remain high on the list of priorities for Bentley, as reflected in the third project included as part of its newly-formed charity.

The leader has created Restoring Blue Carbon Ecosystems in partnership with [SeaTrees](#), a regenerative solutions sector of nonprofit Sustainable Surf.

Unlike most organizations that involve carbon emissions and offsets, SeaTrees protects existing trees, namely those along the coasts of the world these areas are known as blue carbon coastal ecosystems thanks to their ability to

sequester emissions at such high rates when healthy, five times the rate of rainforests.



*Mangroves and sea-based plants capture carbon much more effectively than land-based forests, though rarely folded into ESG measures. Image credit: Bentley Motors*

Now, the Bentley Environmental Foundation is supporting community-led kelp forest restoration, mangrove planting, coral reef reparations, seagrass meadow preservation and watershed work, spanning Kenya, Portugal and Spain. The brand's patronage will allow SeaTrees to enter Europe for the first time.

The collaboration rounds out Bentley's three-pronged strategy to ensure that the foundation is effective, accelerating decarbonization, supporting changemakers and reimagining luxury. The latter point was central to both a recent restructuring and the brand releasing its first-ever sustainability report ([see story](#)).

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