

## McKinsey & Company's Recent Social Initiative

# MCKINSEY AND ENDURING EARTH

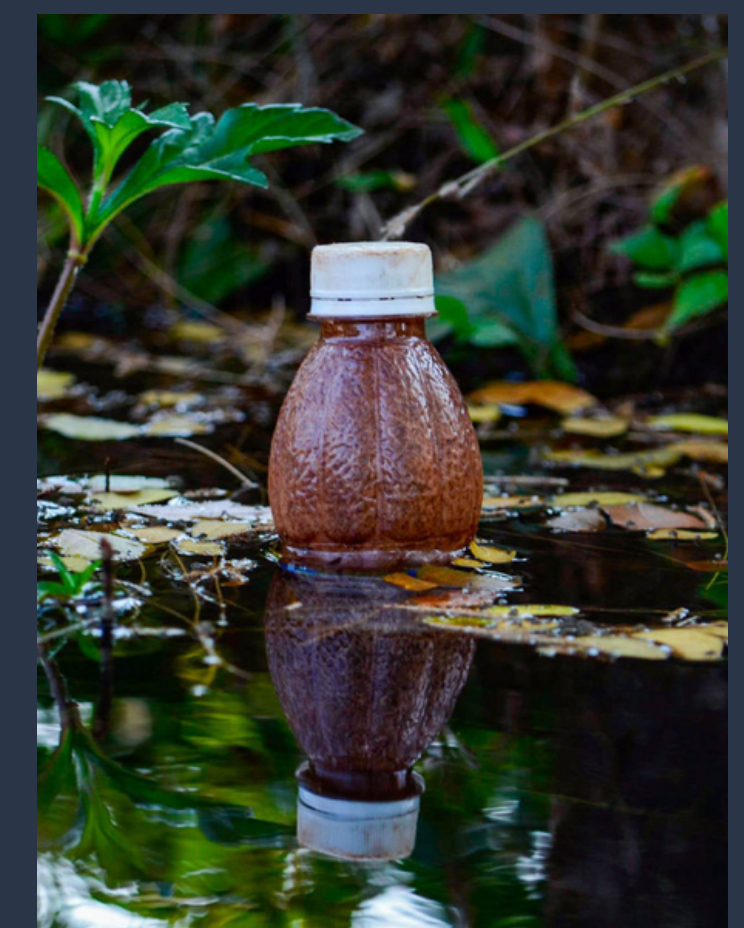
## OVERVIEW

Earlier this year, McKinsey and Company joined hands with Enduring Earth to work for nature preservation for oceans, rivers, and freshwater while supporting small communities. This initiative will bring together different governments, companies and people to work on developing conservation plans for the future to achieve sustainable economic growth. In this scenario, McKinsey and Company will provide its insights in terms of analytics for different models with the aim of learning how it impacts the community and its environment.



## WHY

Over the past few years, environmental crisis have been worsening. This crisis has led to pollution and loss of wildlife. Seeing this worrying change, individuals at McKinsey who are passionate regarding nature and preservation seek to find solutions that would help the environment and the communities with sustainable economic development. With Enduring Earth, McKinsey and Company aims to create methods that would allow growth for a sustainable economy within communities and also focus on preserving the Earth.



## CURRENT UPDATE AND FUTURE AIMS

Currently, McKinsey is working on a global level searching for 20 geographies where it wants to focus this initiative. McKinsey aims to protect at least half a billion hectares of land and water.

## MCKINSEY'S ROLE

McKinsey and Company would essentially help and support Enduring Earth to evaluate, develop, and work on conservation plans that would allow for sustainable economic growth. This would be driven by the aim of supporting and focusing on both communities and the environment.