Mission

An educational charity and social enterprise, which aims to connect people with each other and the living world.

Engaging as many people as possible in the wonder of the living world, our dependence on it and the threats that it faces.

Excite, engage and stimulate its visitors through the combination of world class architecture, jaw-dropping scale, serious scientific content, fantastic horticulture, thought provoking art and stunning events.

Transformation: it’s in our nature.

Watch "Eden Project: an overview" video
Our first transformation: Eden Project Cornwall

1998

2001
Eden Project Cornwall

A Living Theatre of Plants and People
Uniquely presenting the plants of the world to explore human dependence on plants.

The Largest Rainforest in Captivity
Over 1,000 varieties of plant, forming a 1½ hour visit in temperatures up to 35°C.

Mediterranean Biome
Over 1,000 varieties of plant from Europe, California and South Africa forming a 1 hour visit.

10ha of Outdoor Gardens
Over 3,000 varieties of plant forming a 2 hour visit.

6,500 Capacity Arena
Hosting Eden Sessions outdoor summer concert series.

Other Attractions
Restaurants, cafes, shop, exhibition, zipwire.
Eden Project Cornwall in numbers

- 16 years operating
- 375 full-time staff
- Contributed £1.8 billion to the local economy
- 18 million visitors since opening
- £25 million annual revenue
- 22 hectare site area

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375 full-time staff
Contributed £1.8 billion to the local economy
18 million visitors since opening
£25 million annual revenue
22 hectare site area

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We keep the offer fresh and continue to grow our visitor numbers

Seasonal programmes

28 May – 5 June
GAME ON

DINOSAUR UPRISING
LAND • SEA • AIR

HALLOWEEDEN

Christmas at Eden
Festival of Light & Sound
Other Eden UK programmes

The Big Lunch community project
Parkour at Eden
Eden Sessions music gigs
Eden Classic sportive
Best UK Leisure Attraction

The British Travel Awards
(‘The Travel Oscars’)

“Education by visionaries”
Daily Telegraph

“The eighth wonder of the world”
New York Times

“Best landmark for the 21st Century”
BA High Life Magazine
Our international vision

We all know that the 21st century brings many challenges: food security, access to water, moving populations, growing populations, plant and animal extinctions, increasing energy costs, economic shifts – all cranked up by climate change.

Our goal is to develop new destinations that further the purpose of our mission, each a world-class exponent of one facet of our programme, whilst showcasing elements of each other centre from our network.
Our global ambition
At least one Eden Project on every continent by 2025

By 2025

- Number of Eden Projects: 5+
- Annual number of Visitors: 7m+
- Annual Revenue: £175m+
- Annual economic impact: £0.6bn+
- Full-time staff: 1800+
Each Eden Project will focus on a unique aspect of humanity and ecology.
What we aspire to develop together

Experience principles:

**Joyful**
Excite through awesome spectacle and serene beauty

**Cultural**
Champion the world of science with the story-telling power of the arts

**Unexpected**
Spark ideas through unexpected contrasts and partners

**Involving**
Provide places and occasions for shared activities, beyond looking and consuming

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What we offer

Our formula for delivery

Creative ideas & Iconic venue + Creative programmes & Operational excellence = Superior return on investment
Hardware and software delivered in an integrated and co-ordinated manner that combines:

**Commercial**
- Business case, Brand licensing, consultancy arrangements & liabilities

**Venue**
- Site masterplanning and design of buildings, landscape & infrastructure

**Content**
- Project vision, experiential & exhibit design, procurement & commissioning

**Operation**
- Venue operations strategy, planning, training and management

**Project Management**
- Governance, design & construction procurement strategies, risk management

**Eden**
## Integrated delivery

<table>
<thead>
<tr>
<th>Eden Project Development Stages</th>
<th>Idea</th>
<th>Design</th>
<th>Construction</th>
<th>Operation</th>
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<tr>
<td><strong>Content</strong></td>
<td>Project Vision</td>
<td>Experiential journey mapping</td>
<td>Exhibit Design</td>
<td>Experience &amp; exhibit supervision &amp; monitoring</td>
</tr>
<tr>
<td><strong>Venue</strong></td>
<td>Feasibility Design</td>
<td>Concept Design</td>
<td>Developed Design</td>
<td>Construction supervision &amp; monitoring</td>
</tr>
<tr>
<td><strong>Project Management</strong></td>
<td>Project Governance Plan</td>
<td>Design &amp; Construction Procure Plan</td>
<td>Early Contractor Design work</td>
<td>Quality Control &amp; Risk Management</td>
</tr>
<tr>
<td><strong>Operation</strong></td>
<td>Operational Considerations</td>
<td>Initial Operations Brief</td>
<td>Operational Planning</td>
<td>Recruitment &amp; Training (Operations Team)</td>
</tr>
<tr>
<td><strong>Commercial</strong></td>
<td>Outline Business Plan</td>
<td>Detailed Business Plan</td>
<td>Develop Brand/retail licensing</td>
<td>Develop product lines, ticketing strategies, brand, sponsorship &amp; partnerships</td>
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<tr>
<td><strong>Feasibility</strong></td>
<td></td>
<td></td>
<td>Final agreed Business Plan</td>
<td>Branded Eden Project destination, royalty &amp; design liability</td>
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</tbody>
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### How the partnerships work

We partner with organisations who are local to proposed destinations, with each of us contributing skills as below:

<table>
<thead>
<tr>
<th>Eden International supplies:</th>
<th>Local partner brings:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 20+ year record of development and operations</td>
<td>1. Existing land/real estate holdings, or funding for site acquisition</td>
</tr>
<tr>
<td>2. Destination creation expertise</td>
<td>2. Local market analysis and access to expertise on the ground</td>
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<tr>
<td>3. Comprehensive design &amp; development team</td>
<td>3. Funding for the development of ideas, destination design and construction</td>
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<tr>
<td>5. Operational expertise</td>
<td>5. A partner who wishes to license our brand</td>
</tr>
<tr>
<td>6. Eden Programme, including Entertainment, Education &amp; Convening programmes</td>
<td>6. A partner company that signs up to a holistic and integrated offer, anything else is consultancy</td>
</tr>
<tr>
<td>7. Sole or joint operation of the development</td>
<td>7. A partner organisation needs to be led by an individual(s) or demonstrably have decision-making capability, as well as the cultural leadership of their organisation</td>
</tr>
<tr>
<td>8. Training programme &amp; facilities</td>
<td>8. Shared ethos and/or a commitment to delivering projects and products that deliver the Eden mission</td>
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<tr>
<td>9. License to use Eden Project brand</td>
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</tbody>
</table>
Thank you