

BORN FREE

Wildlife around the world faces mounting threats from habitat loss, poaching and human-wildlife conflict. Protecting our most vulnerable species has never been more urgent.

WHAT IS BORN FREE?

Born Free is a leading international wildlife conservation charity working to protect threatened species and their natural habitats. Founded in 1984, the charity champions Compassionate Conservation, keeping wildlife in the wild and creating a future where animals and people can coexist.

WHY WE PARTNER WITH BORN FREE

- Protect vulnerable species – We share a commitment to safeguarding the planet's most at-risk wildlife.
- Raise awareness – Our rebranded vehicles carry Born Free's message across the city every day.
- Fund real conservation – Every job we complete using our rebranded vehicles contributes directly to protecting wildlife.
- Drive lasting impact – Together we support a future where wildlife and communities thrive side by side.

OUR REBRANDED VEHICLES

As part of our partnership, we've rebranded five of our key vehicles with eye-catching designs, each featuring an animal Born Free is working to protect. You'll spot them out on the road across London:

- The Tiger
- The Amur Leopard
- The Hawksbill Turtle
- The Zebra
- The Giraffe

WHAT BORN FREE PROTECTS

Their work spans:

- Threatened species in their natural habitats
- Wild animals rescued from captivity
- Vulnerable ecosystems and wild spaces
- Communities living alongside wildlife
- Endangered big cats, elephants and more

MAKING A DIFFERENCE TOGETHER

Our contribution

- £1 donated to Born Free for every job completed by our branded vehicles. Approximately £8,000 contributed each year.
- Five vehicles carrying the conservation message daily.

Why it matters

- Protects vulnerable species from poaching and habitat loss
- Rescues animals from cruel captivity
- Builds sustainable coexistence with local communities
- Preserves natural habitats for future generations



Would you like to learn more about our partnership with Born Free? Contact our Sustainability team at sustainability@bywaters.co.uk

Bywaters
recycling made easy