

Press Release

Jan 16, 2025 | ID: 338467

Volvo Car UK and the Eden Project extend partnership to 2027

The partnership between Volvo Car UK and the Eden Project, which began in 2021, has been extended until 2027.

Volvo will continue as the Official Electric Car Partner of the Eden Project and Presenting Partner of the Eden Sessions annual live music series, a joint venture with AEG.

The partnership aims to inspire and educate people about our collective responsibility to create a safer, more sustainable future.

A fleet of nine fully electric Volvo XC40 cars will continue to serve as the backbone of the Eden Project's transport for staff and visitors, both around and beyond its site in Cornwall.

Multiple teams at the Eden Project use the cars daily, from operations, Eden Sessions and event staff through to site managers, paramedics and many more.

The cars are also used by teams working on new Eden Projects in Morecambe and Dundee for travel to and from those locations.

A new Volvo EX30 – the fully electric car with the lowest carbon footprint of any Volvo made to date* – is on display outside the Eden Project's Core building as part of an exhibit highlighting how off-street parking can be practical, look great and help fight climate change.

The exhibit features planting to promote biodiversity and a permeable surface to help prevent flooding.

As one of the first activities in the newly renewed partnership programme, Volvo Car UK will also proudly support the Eden Project's Nature Connections early years programme, which emphasises the importance of fostering a connection with nature during children's formative years and nurturing a family culture of outdoor exploration.

Nature Connections early years activities include Little Eden, a weekly outdoor activity club for under-fives set in Eden's wild perimeters, which celebrates the great outdoors through games and stories, quests and hunts, making and creating, and campfire cooking.

The partnership with Volvo Car UK will allow the Eden Project to double the number of early years sessions over the next year, which represents an additional 1,250 places.

Nicole Melillo Shaw, Managing Director of Volvo Car UK, said: "Volvo aims to be a pioneer in protecting people and the planet, and we have set bold targets as a company to be completely climate neutral by 2040. We know we need to do more, and that we need to find like-minded organisations and people to work with to be part of the solution. We are delighted to extend our partnership with The Eden Project, an acknowledgment of our shared vision and ambition for a safer, sustainable future."

Andy Jasper, CEO of the Eden Project, said: "The Eden Project is incredibly proud of our continuing relationship with Volvo Car UK. Volvo are not only completely in tune with the Eden

Project mission, but they are also leaders in sustainable transport and a huge brand that is recognised and trusted around the world.

“As we approach our 25th birthday next year, there has never been a better time to strengthen partnerships with likeminded organisations. Our ambition is for our relationship with Volvo to grow and deepen, taking on increasing importance as we expand the reach of the Eden Project into new locations in the UK and deliver inspirational conservation projects across the world.”

The Eden Sessions series of outdoor gigs returns this summer, with Texas plus KT Tunstall (12 June), Gary Barlow (18 June), The Script plus Tom Walker (25 June), Deftones (26 June) and Madness (12 July), with more artists to be announced in due course. More information and tickets are available through www.edensessions.com.

Volvo drivers will have the opportunity to win exclusive Eden Sessions VIP experiences through Volvo Car UK's Instagram channel.

Also soon to be announced on the Volvo Instagram channel, owners of fully electric Volvo cars can enjoy a special 2-for-1 entry offer to the Eden Project in 2025.

Notes to editors

*The Volvo EX30 possesses the smallest carbon footprint of any fully electric Volvo car to date. That's according to the life cycle assessment (LCA) of the Volvo EX30, available [here](#), which concludes that it has a total carbon footprint of 23 tonnes per 200,000 km – approximately 60 per cent less than the XC40 ICE (petrol).

-ends-

About Volvo Car Group

Volvo Cars was founded in 1927. Today, it is one of the most well-known and respected car brands in the world with sales to customers in more than 100 countries. Volvo Cars is listed on the Nasdaq Stockholm exchange, where it is traded under the ticker "VOLCAR B".

“For life. To give people the freedom to move in a personal, sustainable and safe way.” This purpose is reflected in Volvo Cars’ ambition to become a fully electric car maker and in its commitment to an ongoing reduction of its carbon footprint, with the ambition to achieve net-zero greenhouse gas emissions by 2040.

As of December 2023, Volvo Cars employed approximately 43,400 full-time employees. Volvo Cars’ head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars’ production plants are located in Gothenburg, Ghent (Belgium), South Carolina (US), Chengdu, Daqing and Taizhou (China). The company also has R&D and design centres in Gothenburg and Shanghai (China).

Volvo Cars in 2023

For the full year 2023, Volvo Car Group recorded a record-breaking core operating profit of SEK 25.6 billion. Revenue in 2023 amounted to an all-time high of SEK 399.3 billion, while global sales reached a record 708,716 cars.

About the Eden Project

The Eden Project is an educational charity that demonstrates and inspires positive action for the planet. As a growing movement of global citizens, it reconnects people with nature, demonstrates and communicates positive change, and inspires advocates of action.

In September 2019, the Eden Project and global live events company AEG Presents announced a new partnership, Eden Sessions Ltd, to run the Eden Sessions.

All Eden Project proceeds contribute towards its charitable initiatives in Cornwall, across the UK and around the world. Find out more about the Eden Project’s mission here at www.edenproject.com/mission.

For more information, please contact:

Volvo Car UK

Hayley Saunders
PR & Events Manager
hayley.saunders@volvocars.com
07881 308968

The Eden Project
Ben Foster
Head of Media and External Relations
bfoster@edenproject.com
07813 950368

Simon Davies
Marketing and Media Officer
sdavies@edenproject.com
07738 764054

Keywords:

Corporate News, Press Releases

Related Images



[More Images >](#)

[media.volvocars.com >](https://media.volvocars.com)

[volvocars.com >](https://volvocars.com)

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).