



## Special Edition Proposal

### Background

The Christmas, New Year and holiday period is the time when Australians eat more, buy more and celebrate more than at any other time, which means our impact on the environment is greater. Planet Ark's popular **12 Do's of Christmas** is a fun, positive and easy way to engage colleagues, customers and residents to think about and to commit to reducing their impact on the environment over this period. It is also one of the key promotional tools for the RecyclingNearYou website and hotline.

The **12 Do's of Christmas** covers the range of festive related activities from buying and wrapping presents to celebrating and travelling. Each of the 12 Do's has a positive environmental action – with an emphasis on waste reduction. They often have a positive impact on the wallet too!

The **12 Do's of Christmas** and the RecyclingNearYou website is made possible with the support of our Foundation Partner Sensis, Major Partner, the Alcoa Foundation and our page sponsors.

### What We Do For You

To enable you to use the **12 Do's** as an education and engagement tool for your colleagues, customers and residents we will:

- Provide you with a PDF version of the resource with your logo on the front page (the same location as the Telstra logo on the right),



- Insert the statement “[ORGANISATION NAME] is joining Foundation Partner Sensis and Major Partner the Alcoa Foundation to support Planet Ark’s RecyclingNearYou.”
- Grant you permission to reproduce and distribute the resource in hard copy, in print media, or use it electronically on your website(s), in newsletters, e-mails or other distribution channels.
- Provide you with an adaptable media release announcing your support for the resources.
- Recognise you on the campaign website – [www.12Dos.PlanetArk.org](http://www.12Dos.PlanetArk.org) (which will be live from late November 2012).
- Grant you permission to use the Facebook share graphics and other electronic media elements from the campaign website.

### What We Ask of You

- Embargo release of the resource until the **3rd of December 2012.**
- Ensure the resource is not altered after it has been supplied to you.
- Provide us with a copy of your logo to include in the resource.
- Send Planet Ark a copy of any communications about the resource for our records.
- Ensure you recognise Planet Ark as the creator of the **12 Do’s of Christmas** at least once in your communications.
- Provide at least one link to [www.12Dos.PlanetArk.org](http://www.12Dos.PlanetArk.org) (which will be live from late November 2012) in any website page or e-mail related to the resource.
- Avoid using words like ‘partner’ and ‘sponsor’ when describing your participation as these are terms used by the financial contributors of the RecyclingNearYou website. You can use variations of “[ORGANISATION NAME] is supporting the 12 Do’s of Christmas.” Or “[NAME] is joining with Planet Ark to ...” .

### More Information and Contact

If you have any questions or would like Planet Ark to proceed with developing a customised version of the resource contact us on [recycling@planetark.org](mailto:recycling@planetark.org) or call 02 8484 7200.

