



Exploring Change Beyond Horizons



Sponsoring Proposal

thearkofideas

A unique and ambitious project of climate protection with a meaningful goal and international projection offering an excellent opportunity for your communications skills to reach both outside and inside your company

A Clear-Cut Issue

And solid base to start from

Climate change is considered to be one of the most serious problems currently facing the world.

Europeans clearly think that not enough is done to fight climate change.

A considerable proportion of Europeans would like to take action but do not know how to fight climate change.

A considerable proportion of Europeans points towards corporations and industry as responsible actors.

**This conjuncture makes The Ark of Ideas a great opportunity for corporations to participate and manifest their values in support of sustainable development and social responsibility.
Connect your brand effectively to a positive and vibrant initiative with a great exposure and impact!**

Project Abstract

The Ark of Ideas is a highly visible global campaign about climate protection using a global circumnavigation as a symbolic reference

A unique catamaran, the Ark of Ideas, sails around the world in 1000 days and visits some 40 world cities and areas particularly stressed by climate change hosting pressing dialogs between extraordinary personalities.

The Ark is the embodiment of its virtual web community and allows an exploratory give-and-take between the online / onboard / onshore communication processes.

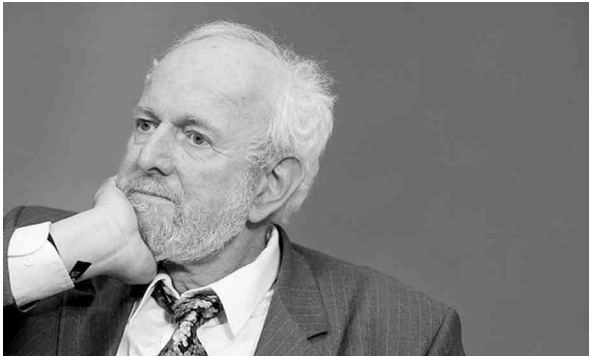
The Ark offers both global and local presence. Highly visible and powerfully impacting, it will be attractive to the world media.

The overall approach of the initiative is results-oriented and aims to create a measurable impact in awareness and individual behavior, and to trigger action.

Vision & Mission

The Ark of Ideas is a participative initiative. Everybody is invited to join and to actively cooperate.

“An Ark of Ideas crossing the oceans pursuing a common task! The most exciting common task of our days is mitigating global warming and developing climate-friendly technologies and habits.”



Official Supporter

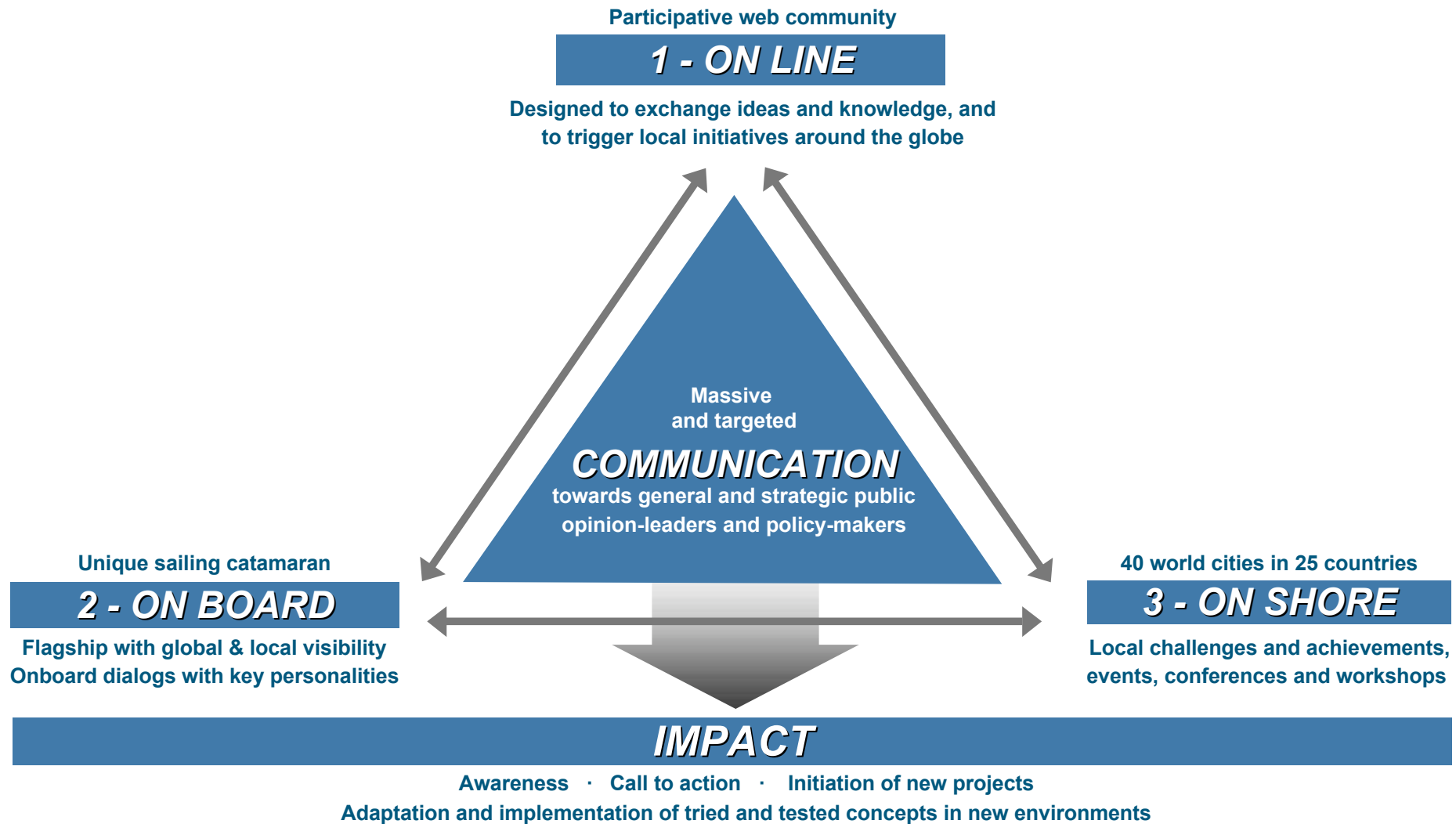
Dr. Dr.h.c. Ernst Ulrich von Weizsäcker

Dean and Professor, Donald Bren School of Environmental Science and Management, UC Santa Barbara CA

Our vision is to create a global campaign initiating local activities for climate protection and raising awareness through strong media presence.

Our mission is to leverage the unique combination of a sailing vessel, a web community and local workshops to engage the public at large.

Campaign Overview



1 - ON LINE - The Web Community

Interactive approach to create a participating global community along the trip



Portraits of members will be printed on the sails, symbolically uniting all participants in the Ark and creating a powerful image of the fact that **we are all in the same boat.**

The Ark Blog

- Broadcasts the progress of initiatives and encourages interaction and participation with daily updated blogs, articles, photo reportages and video feeds.

The Ark Social Networking

- Connects people to a global network to actively foster local initiatives and awareness with the support of experts.
- Interlinked brains and mutually beneficial alliances boost communication processes and the creation of ideas and knowledge.

The Ark Wiki

- Accumulates Information and knowledge in a searchable and editable database offering a platform for collaboration and work processes.
- The collective intelligence will directly flow into project proposals and initiatives to be discussed by experts in onboard dialogs and onshore conferences and workshops.

2 - ON BOARD - The Sailing Catamaran

The Ark is the emotional reference, extending the campaign like the Olympic torch around the world



Attracts the public, media and new members

- Charismatic and striking appearance ensures an appealing attraction in any port
- Unique design inspired by Polynesian tribal ships
- Built almost entirely of wood

Unparalleled state-of-the-art energy concept

- 100% sustainable, powered by sun, wind and water
- 100% self-sufficient and independent of fossil fuels
- Offering every comfort and safety feature

Plenty of room for freedom of thought

- Floating think-tank for Ambassadors of Change
- Hosts up to 30 people for onboard dialogs, workshops and press conferences
- 150 m² (1.600 sq ft) usable deck space
- Length 20m (66') Width 10m (33') 16 berths

3 - ON SHORE - Route & Locations

The voyage around the world will take us to key locations on all five continents in 1000 days



40 world cities

- including 25 member-cities of the “Large Cities Climate Leadership Group”
- Industrial and trading centres representing key positions in the climate discussion

Areas particularly stressed by climate change

- Focusing attention on environmental hot-spots

Locations with exemplary projects

- Identifying best-practices

Westbound around the globe

- Route tracking on the web
- Live-feed from onboard webcams

Climate change knows **no borders** - Neither does
The Ark of Ideas

Local Topics - Global Network

We will spotlight local concerns, trends and achievements, leverage the search for solutions and their transferability to other places

	Barcelona	Rio de Janeiro	Shanghai	San Francisco	Bangkok	Hamburg	etc.
Energy production	Achievements			Achievements			
Heating & cooling			Achievements				
Ocean protection				Achievements	Challenges		
Energy saving							
Sustainable transport	Challenges	Challenges		Challenges	Challenges		
Sustainable building					Challenges	Challenges	
Policy				Achievements			
Public awareness			Challenges				
Climate change threats					Challenges	Challenges	
Water	Challenges						
Waste	Challenges	Challenges					
etc.							

Achievements
 Challenges

Communications - 4 Years of Visibility

The unique project set-up and an extensive cross-media communications campaign assure media presence and a large audience



The Ark of Ideas Community Site

500.000 + users, daily blogs, weekly photo and video feeds, monthly newsletter

Media partnerships

5 publishing companies and international TV networks covering world languages

Press conferences

In 40 world cities and an additional 20 ports, the media will be invited to get to know The Ark of Ideas on a short informative trip

Press releases

210 releases to print, broadcast, web and international news agencies

Expert journalists

from major world media will attend and moderate each onboard dialog

TV documentary series

13-part series for the wider public will be produced and distributed internationally

Local authorities and opinion leaders

will attract the attention of the local media through their participation

Prominent participants

Some 50 VIPs attending the onboard dialogs will be our ambassadors



Impact

It is our aim to make a long term contribution to climate protection

“The Ark of Ideas is a vehicle for opening up dialog between those who generate knowledge and those who develop environmental policies, taking into consideration the needs of local people and communities, particularly those who suffer directly from disasters caused by vulnerability to natural threats and climate change.”



Official Supporter **Sálvano Briceño**

Director of the UN Inter-Agency Secretariat of the International Strategy for Disaster Reduction (UN/ISDR)

A Climate of Change

Raising awareness

Reach public that is not yet involved

Call to action

Stimulate individuals and communities to take action

Knowledge transfer

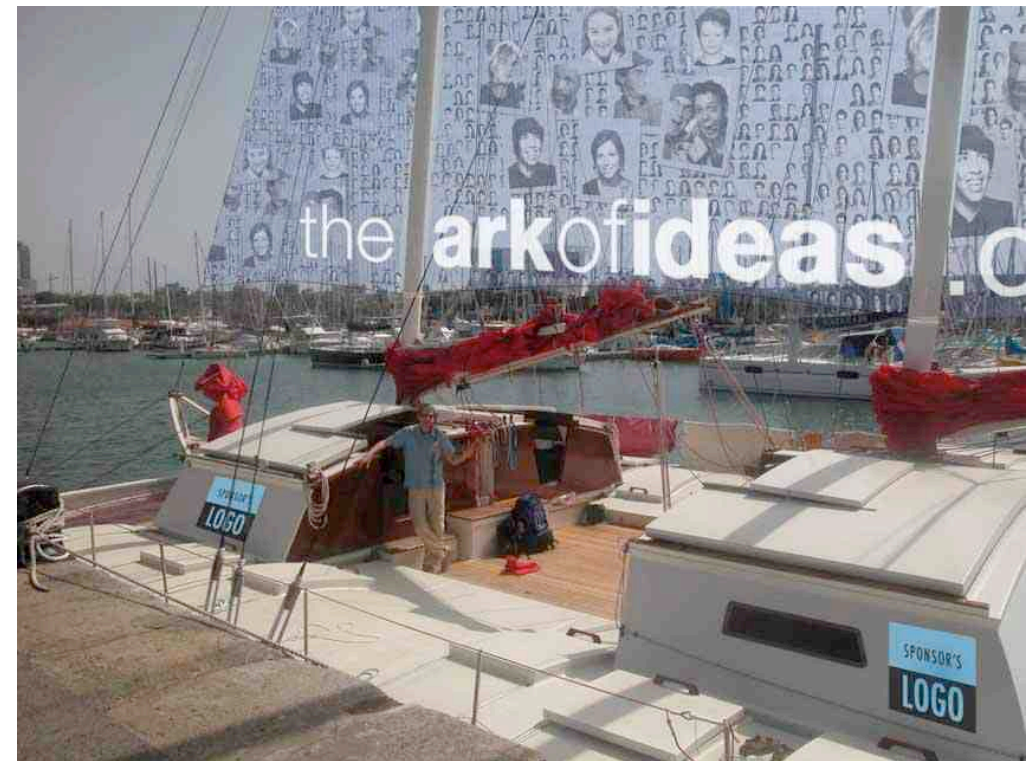
Encourage adaptations and implementations of tried and tested concepts in new environments

New ideas

Promote the development of new projects and initiatives

An Ambitious Project with Great Exposure

The conceptual set-up and approach of The Ark of Ideas are matchless - there is no comparable project around



Come on Board!

Share your values with a unique project

"The Ark of Ideas offers a wonderful opportunity for people and corporations to participate in and support a pressing cause."



Official Supporter Michael Zammit Cutajar
Former Executive Secretary of the UNFCCC and
Assistant Secretary-General of the United
Nations

Responsibility for today's climate concerns

Commitment to act on a local and global level

Passion to face challenges and strive for impact

The Ark of Ideas - Exploring Change Beyond Horizons



Contact

WEB	www.thearkofideas.org
The Ark of Ideas	Foundation & Non Profit Organization Switzerland Kasernenplatz 2 / 2.og · 6000 Luzern 7 · Switzerland
Office Barcelona	C/ Sant Josep 13 · 08338 Premià de Dalt, Barcelona · Spain
Sponsoring and general queries	Marius Wehrli m.wehrli@thearkofideas.org + 34 607 563 308
Vessel & energy concept	Rupert Kellner r.kellner@thearkofideas.org + 49 171 370 7044



People behind the Initiative

MARIUS WEHRLI (Switzerland / Barcelona) - Initiator and founding partner **RUPERT KELLNER** (Germany / Marseilles) - Boat builder, skipper and founding partner **CHRISTIAN GRÜTTE** (Germany / Barcelona) - Project consultant Founding partner of Leonardo Venablers, consultancy in renewable energy and financial services **CARMEN SCHLOSSER-ALLERA** (France / Offshore) - Consultant on climate change and policy Consultant for IPCC, UNEP, UNFCCC on climate change, disaster risk reduction, environment and sustainable development. **CARLOS SUAREZ** (Mexico / Barcelona) - Public relations and communications, Managing Director of Llorente & Cuenca Barcelona **Dr. ROLF WÜSTENHAGEN** (Germany / St. Gallen) - Project consultant. Vice Director of the Institute for Economics and Ecology at the University of St Gallen / member of the Swiss National Energy Research Commission **MARTIN RADELINGER** (Switzerland) - Consultant WEB 2.0 / virtual community CEO of AdLINK Internet Media AG Zurich and Head of Business Development and M&A Goldbach Media Group **FRANK GAUGEL** (Germany / Barcelona) Managing director and co-founder Bluepill Group Barcelona - Consultant WEB 2.0 / virtual community