

# Take Part in A Great Idea!

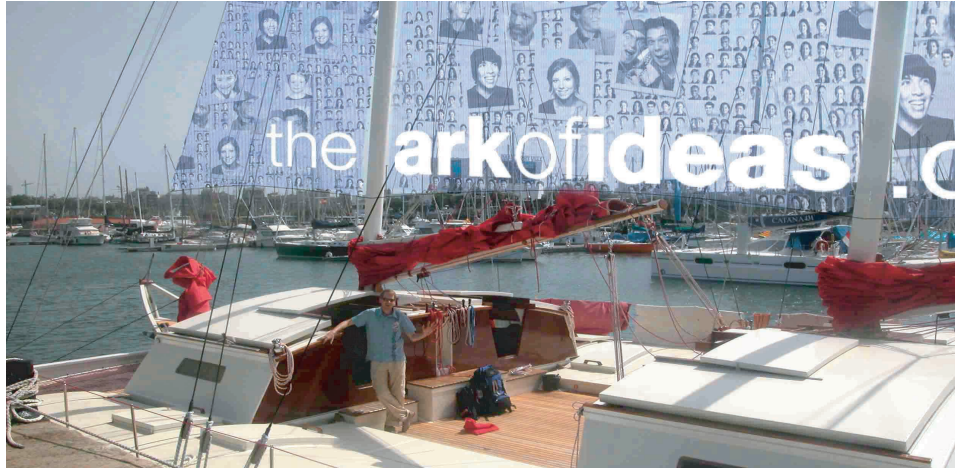


thearkofideas

**The Ark of Ideas offers an excellent opportunity to demonstrate your corporate values actively in support of sustainable development and social responsibility.**

**The Ark of Ideas is a global communications initiative focused on climate change and climate protection.**

**The campaign aims to have a measurable impact on individual awareness and behavior and to trigger action.**



Portraits of community members will be printed on the sails, a powerful visual statement: **"We are all in one boat"**



Like the Olympic torch, the "Ark" carries the campaign around the world in a thousand days and visits numerous of the world's cities and areas particularly affected by climate change.

Leading figures meet onboard for creative dialog about the multifaceted aspects of climate change, accompanied by an international web community, local conferences, workshops and events on shore.

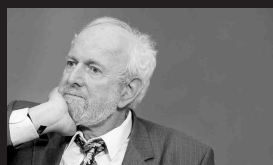
The project's credibility is reinforced through the revolutionary energy efficiency of the vessel itself, which functions absolutely emission-free and independent of fossil fuels.

The Ark of ideas is unique. People all around the world will participate in its events and take action together because the community will be aboard virtually (online, live and actively), really (selected members will accompany each leg), and symbolically (member portraits will be printed on the sails).

The internet community will shape the Ark's initiatives, since it is the interface between people on location and those far away. It is a lively forum where knowledge, experience and enthusiasm merge and feed each other.

Here project proposals and initiatives can be discussed, developed and supported by a wide range of experts through dialogs on board and work shops ashore.

# Ambassadors' Statements



*"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."*

Dr. Ernst Ulrich von Weizsäcker, Dean and Professor, Donald Bren School of Environmental Science and Management, UC Santa Barbara CA

The topics, the illustrious guests and personalities on board, the community and the adventure of a global circumnavigation make The Ark of Ideas attractive to the media.



Visibility and media presence are our tools and access to the public



The unique character of the project in combination with an extensive communications campaign guarantees media presence and wide access to the public.

**The Ark of Ideas web community**

Thousands of users, daily blogs, weekly photo and video coverage, monthly newsletters

**Media partnerships**

with significant publishers and international TV broadcasters in major global languages

**Press conferences**

in 40 cities globally and other interesting ports of call

**Press releases and reportages**

for print, broadcast, web and international news agencies

**Expert journalists**

of major world media will attend and participate in each onboard dialog

**TV documentary series**

Production and international distribution of a documentary series

**Opinion leaders and local authorities**

will attract the attention of the local media through their participation

**VIPs**

Prominent participants in dialogs will be our ambassadors

# Ambassadors' Statements



*"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."*

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



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

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

# Come on board!



**Responsibility  
Commitment  
Passion**

**for today's climate concerns**

**to act at a local and global level**

**to face challenges and strive to make an impact**



## **Sponsoring packages and benefits**

**A choice of packages of flexible duration for a commitment that is exactly tuned to your requirements. For details please refer to the attached file "articles and conditions".**

Inclusion of "The Ark of Ideas" into your corporate communications. Being an official supporter, you communicate your CSR and CER values.

In doing so, "The Ark of Ideas" supports you with a continuous supply of updated texts, pictures and videos.

Your logo on the community website with a link to a corporate statement about your commitment and a link to your homepage.

Your logo in newsletters.

Mention in the sponsors/supporters list on the community website and in press kits.

Option of using the vessel for your own PR events, incentives, seminars, etc.

A double berth during one week on any leg of the journey.

At on-shore events, your logo on info columns in front of the boat, during press conferences, workshops and conferences.

Striking advertisement on vessel and sails.

For more information, please refer to [www.thearkofideas.org](http://www.thearkofideas.org)  
**thearkofideas** Foundation & Non Profit Organisation, Luzern, Switzerland

