

SHOW THAT YOUR
BUSINESS IS AWARE
OF CLIMATE CHANGE.

AN INVITATION TO BE
A PART OF THE MOST
COMPREHENSIVE
GREEN CONSUMER
EVENT THE UK HAS
EVER SEEN.

SPONSOR AND PARTNER INFORMATION

LONDON AWARE 08 SAT 10 – SUN 11 MAY
AT THE BARBICAN
GREEN IDEAS FOR EVERYDAY LIVING

LONDON AWARE08

GREEN IDEAS FOR EVERYDAY LIVING

SAT 10 – SUN 11 MAY
AT THE BARBICAN



GREEN IDEAS FOR EVERYDAY PEOPLE.



FOOD & DRINK
TRANSPORT
ENERGY
LEISURE
CLOTHING
FINANCE
HOUSE & HOME
MEDIA



We are all aware that climate change is here. There came a point in 2006 when I realised that doing my own recycling and driving an environmentally friendly car was not enough. I wanted to take more responsibility for myself, but I didn't know where to start. When I started to do some research I became even more confused. Wading through the information available was a full time job in itself.

A regular event was needed to promote greener options and make them easier to access – it was time to cut down on some of the green noise. Having seen this need I set up UK AWARE to fill what I saw as a massive gap in consumer awareness. AWARE events allow people to explore the market options in a simple, interactive and understandable way. My aim is to show people that modern life and considerate living can compliment each other, and how greener living can also save money whilst giving you a good feeling about doing the right thing for our planet's future.

I have been fortunate enough to attract a highly specialised collective of individuals, companies and organisations who have all committed to working co-operatively towards making UK AWARE the success it needs to be. They are mentioned later in this document, and I thank them all.

We are inviting you to make as small or large a contribution as you can and become a part of the UK AWARE movement. I really hope you want to get involved and look forward to working together in one way or another.

LONDON AWARE08 is here to make life better. To inspire people and help them make those small and necessary changes - green ideas for everyday living. Thanks for taking the time to read this, and we hope to speak to you soon.

Danny Carnegie, Founder of UK AWARE
and all of the UK AWARE team

danny@ukaware.com 0845 458 8350 or 020 7278 4843

UP TO 100
EXHIBITORS
HUNDREDS
OF GREEN
IDEAS
UP TO 12,000
VISITORS

2 LECTURE
THEATRES

KEY SPEAKERS
TALKING ABOUT
CLIMATE CHANGE
FROM VARYING
PERSPECTIVES

NATIONWIDE MEDIA
CAMPAIGN
ECO-INNOVATION
AWARD
ETHICAL FASHION
SHOW
NETWORKING



THIS EVENT IS PRODUCED BY UK AWARE - A SOCIAL ENTERPRISE WITH CONSCIENCE AND MISSION.
WWW.UKAWARE.COM
UK AWARE LIMITED
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Mount Pleasant London WC1X 0AN



BUILDING LASTING PARTNERSHIPS AND SHARING POSITIVE BRAND AWARENESS

LONDON AWARE 08

BECOME A SPONSOR OR KEY PARTNER
FOR GOOD

'THE SHEER DIVERSITY OF ACTIVITIES ON SHOW AT LONDON AWARE IS TESTAMENT TO HOW MUCH WE CAN ALL DO TO MAKE A DIFFERENCE. IT'S INSPIRING.'

Zac Goldsmith Editor of The Ecologist

LONDON AWARE 08 will be a meeting point for everyone – businesses, charities and experts, as well as consumers who may be taking their first steps into a greener world.

We are inviting you to support this vitally important event and benefit from consumer, industry and media awareness of your green credentials.

Being the first major event of its kind, partnering with LONDON AWARE 08 will create a very public association with the most dynamic and definitive green consumer event that the UK has seen.

MEANINGFUL RELATIONSHIPS WORKING TOGETHER LONG TERM TO CHALLENGE CLIMATE CHANGE

LONDON AWARE 08 will be an annual event in our capital, with other AWARE events planned for the rest of the UK – MANCHESTER AWARE and EDINBURGH AWARE.

We aim to develop healthy, mutually beneficial relationships with partners who realise that climate change is an issue which is not going to go away over night, and are interested in working co-operatively over the long term. Needless to say, greenwashers need not apply.

In turn, we are supporting Stop Climate Chaos, People & Planet and Cool Earth with proceeds from our profits – charities that are equally committed to combating climate change. With your help, we aim to support them long into the future.



A SOCIAL ENTERPRISE
SUPPORTING
ENVIRONMENTAL CHARITIES:



WE ALSO SUPPORT:





LONDON AWARE 08 OUR VENUE

LONDON AWARE 08 will be held in Exhibition Hall 1 of the Barbican Centre, London. This prestigious venue has well over 4,000 square metres of exhibition space.

We would like to thank the team at the Barbican for all their support.

The Barbican's own environmental, ethical and sustainability actions to improve its business operations make them ideal partners for our event, and include:

- Sourcing 55% of electrical energy from renewable sources
- Redesigned ventilation system reducing energy use by 30%
- Sourcing heating and cooling from a high efficiency Combined Heat & Power system, saving of 2,700 tonnes annual reduction in CO2 emissions
- An extensive policy of waste management to reduce, reuse and recycle
- future appointment of an energy manager to reduce utilities bills
- plan for a green energy High Voltage system, grey water reuse and rainwater harvesting system
- commitment to a carbon footprint energy survey
- increased use of Fair Trade products

find out more at www.barbican.org.uk/news/corporatene ws/environment-and-sustainability

WWW.UKAWARE.COM

OUR PHILOSOPHY

As a social enterprise established to promote green ideas for everyday living, our mission is to present options in a simple and understandable way, showing how modern life and considerate living can work together - for everyday people.

A lot of the companies and organisations doing the really good work towards combating climate change are relatively small and have little or no budget for marketing. Other green events have failed because they have not taken this into consideration.

We put great importance on supporting the growth of green ideas and the business that can grow around them. For this reason the cost of exhibiting at LONDON AWARE 08 starts at cost price, and rates depend on the size of the business.

HOW YOUR INVOLVEMENT WILL HELP SUPPORT GREEN CONSUMERISM

We are looking for partners and sponsors to support LONDON AWARE 08 in whichever way suits - either with services and expertise or by financial donation.

Our key partners are organisations who provide in-kind services or support which helps to raise the impact of the event. Our sponsors will help fund the marketing of LONDON AWARE 08 and help us towards becoming financially sustainable in the long term. They will also help to attract consumers with familiar brand recognition.



MARKETING AN EVENT DESIGNED TO ATTRACT EVERY SHADE OF GREEN CONSUMER

We have an extensive media campaign planned to attract visitors as well as strategic partnerships with some really big hitters in the London green world, including DEFRA and London 21.

But the key is not just to attract the already converted 'dark greens' to LONDON AWARE 08. We want to attract 'mid and light' as well as the 'possibly greens' - a massive number of people who are beginning to realise that they should consider their options and now are looking for how to begin.

LONDON AWARE 08 will be catering to everyone's needs, offering diverse levels of information through our speakers, exhibitors, authors and special events.

12,000 PAYING VISITORS OVER 2 DAYS WITH A GENUINE INTEREST IN A MORE CONSIDERATE WAY OF LIVING

The Barbican management team predict that events of this size can expect to attract 12,000 quality paying visitors during the course of the weekend. These will be people who have made a conscious decision to find out more about the green market options available.

Ages will range from children to pensioners.

MEDIA ONLINE

OVER 40 WEBSITES ADVERTISING THE EVENT INCLUDING BBC ACTION NETWORK, BIG GREEN SWITCH, ETHICAL JUNCTION, CLIMATE CHANGE CORP, GOOGLE AND LONDON DIRECTORY

RADIO

LBC, MERCURY FM, BBC RADIO 4

NATIONAL PRESS

ECOLOGIST, NEW CONSUMER, POSITIVE NEWS, GUARDIAN, INDEPENDENT, TELEGRAPH

OUTDOOR

LONDON RICKSHAW, BRANDED ZIPCAR AND G-WIZ VEHICLES

TV

BBC NATIONAL AND BBC LONDON, EVENT REVIEW DOCUMENTING LONDON AWARE 08 AND PRODUCING A FILM FOR FUTURE USE

FLYERS

IN ZIPCAR, G-WIZ AND WHIZZGO CARS. ALSO IN LONDON RICKSHAW, HEALTH FOOD SHOPS AND OTHER GREEN OUTLETS CITYWIDE

MEDIA PARTNERS



newconsumer.com

EXHIBITORS

LONDON AWARE08

JOIN THE GREEN GLITTERATI

At this early stage, we are almost half way to filling the Barbican. We are exceeding our sales targets and are looking forward to reaching our 100 required exhibitors. Companies who have already booked their place at LONDON AWARE08 include The Energy Saving Trust, Charity Bank, Riverford Organics, The World Land Trust, G-Wiz, The Ecologist Magazine, Trevor Baylis Brands, Viva! and Whizzgo, amongst many others.

WANT TO KNOW MORE?

FOR INFORMATION ABOUT EXHIBITING AT LONDON AWARE 08 VISIT WWW.UKAWARE.COM/ EXHIBITOR



SPEAKERS

VISIONS OF THE FUTURE AND THE REALITIES OF TODAY

As well as exhibiting the cutting edge green products from across the UK, LONDON AWARE08 will also be presenting an impressive array of inspirational speakers, who will be discussing climate change and sustainable living. Over the weekend our speakers will include environmental scientists, designers, thinkers, CEOs, CSR managers, politicians, futurists and even an Arctic explorer.

It is a rare chance to talk face to face with people who know the answers to the questions being asked and can deliver simple solutions to modern day climate issues.

Speakers include:

- Cat Dorey** Greenpeace
- Martyn Williams** Friends of the Earth
- James Lloyd** People and Planet
- David Hall** International Campaign Director for The Climate Group, Together
- Bremely Lyngdoh** Founder of 5 NGOs, London School of Economics
- Darren Johnson** Green Party and London Assembly
- Chit Chong** Green Party
- Tom Pye** Ministry of Defence
- Chris Huhne** Liberal Democrats
- Lai Waqanisau** Environmental Scientist
- Jenny Bird** Researcher for Climate Change Institute of Public Policy
- Fred Pearce** Consultant to the "New Scientist" periodical
- Charlie Browne** IKEA
- Solitare Townsend** Futerra
- Francisco Ascui** Founder of Climate Managers
- Veronica Broomes** Environmental Consultant and lecturer on climate change
- Trevor Floyd** Chartered engineer, Environment Consultancy Group
- Brian Whittington** Director of Carbonline
- Martin Baxter** Institute of Environmental Management and Assessment
- Simon Graham** Environmental Strategy Advisor for The Commercial Group
- Nathan Allen** Arctic explorer
- Chris Church** Community Environment Associates, London 21
- Polly Higgins** Concentrating Solar Power, TREC-UK
- Trevor Baylis OBE** Inventor of the Wind Up Radio
- Mike Grenville** Founder of Forest Road Transition Village
- Suzu Edwards** Sustainability Consultant
- Robert Rabinowitz** Pure, The Clean Planet Trust
- Martin Charter** Centre for Sustainable Design
- Peter Littlewood** Young Peoples Trust for the Environment
- Mathew Rhodes** Encraft
- Sally Uren** Forum For The Future
- Rob Holdway** Giraffe Innovation, Channel 4 Dumped



GOT SOMETHING TO SAY?

FOR MORE INFORMATION ABOUT THE SPEAKER PROGRAMME CONTACT INFO@UKAWARE.COM

AND NOT ONLY THAT...

A UKWIDE ECO-INNOVATION AWARD + AUTHORS AREA + ETHICAL FASHION SHOW + NETWORKING EVENING + VIP AREA + PRESS ROOM



LONDON AWARE08

We've been busy behind the scenes working to ensure that everyone gets something out of LONDON AWARE08.

MORE THAN JUST AN EXHIBITION

UK AWARE ECO-INNOVATION AWARD

We realise that the next generation of designers and engineers will be the ones given the task of combating climate change. As part of LONDON AWARE08, students across the country are invited to enter their environmentally friendly designs into our first 'Eco-Innovation Award'.

AUTHORS AREA

A carefully selected range of authors will be offered the chance to meet the public and talk about their work.

UK AWARE ETHICAL FASHION SHOW

We are currently working with one of our media partners to put on a fashion show to raise awareness of ethical clothing from across the UK.

NETWORKING EVENING

UK AWARE is keen to support organisations working towards combating climate change. Exhibitors, sponsors, speakers, charities, journalists and all other event contributors are invited to come and meet each other and have a well deserved drink after the close of business on Saturday 10th May.

VIP AREA

We have allocated an area where event contributors can go when they need a 'time out'. This will be available for you and your staff throughout the weekend.

PRESS ROOM

An allocated press room where journalists can conduct interviews, write reports and leave bags.

WWW.UKAWARE.COM

OUR KEY PARTNERS MAKING SURE THAT WE ARE WALKING THE TALK



LONDON AWARE08



www.lda.gov.uk

neo:

www.neocreative.co.uk



www.greenrocketgroup.com



www.london21.org

7 creative

www.7creative.co.uk

No point us promoting greener and more ethical approaches to everyday life if we don't apply those standards to our own business partners. That's why we have gone to great lengths to find key partners with established credentials and a genuine commitment to environmental issues.

WE ESPECIALLY WOULD LIKE TO THANK...

The LDA for supporting the development of UK AWARE from the early stages.

neo: creative for kindly working their magic on our website.

Green Rocket for managing our national PR media campaign.

London 21 for helping with event marketing and potentially launching London Sustainability Weeks from LONDON AWARE08.

7creative for consulting on our brand and sponsorship communications and producing this document.

CALLING OTHER KEY PARTNERS

We would like to think that we reflect the nature of the business we are in - considerate, innovative and cutting edge. We are proud to be a social enterprise pushing the boundaries of what is mainstream. If this rings any bells then give us a call, we are always looking for new partners who can bring something extra to the party. We're all ears.

INTERESTED IN
BECOMING A KEY
PARTNER?

PLEASE CONTACT
SIMON BOTTRELL
PARTNERSHIP
RELATIONS MANAGER

07901 916 900

simon@ukaware.com

LEVELS OF SPONSORSHIP TO SUIT ORGANISATIONS OF ALL SIZES

LONDONAWARE08

We have identified 9 areas from which we would like to invite sponsors:

FOOD + DRINK

PUBLIC TRANSPORT

PRIVATE TRANSPORT

ENERGY

LEISURE

CLOTHING

FINANCE

HOUSE + HOME

MEDIA

FOR MORE
INFORMATION PLEASE
CONTACT
SIMON BOTTRELL
PARTNERSHIP
RELATIONS MANAGER
07901 916 900
simon@ukaware.com

LEVEL 1 MAIN EVENT SPONSOR

We are seeking to work with one main event sponsor with proven green credentials who sees the value of supporting our event strategically, but who also shares a vision of long term partnership to combat climate change with consumer awareness.

Your brand will be **in association with LONDONAWARE08** on all promotional material for the duration of our media campaign, as lead partner for 2008.

- Your company logo will appear on our website and in all advertising and media promotion of the event alongside the **LONDONAWARE08** logo
- Your own sponsor's text page on our site – visitors access this page by clicking on your logo from any other page on our site
- A link to your website
- The right to use the UK AWARE logo and **LONDONAWARE08** logo in your promotional literature and on your website until 12th May 2008
- A banner at **LONDONAWARE08**, displayed on the railings of the mezzanine level surrounding the double height central area of Exhibition Hall 1
- Your company logo on all floor plans at **LONDONAWARE08**
- A prime 16m square pitch close to the entrance of Exhibition Hall 1
- 10 sponsors' event passes allowing access to the VIP lounge area and the Saturday networking evening

MAIN EVENT
SPONSOR
1 SPONSOR

£40,000

LEVEL 2 MAIN SECTOR SPONSORS

We are looking for a further eight sector sponsors with equally strong green commitments to step up and lead their industry sectors.

Your brands will be **supporting LONDONAWARE08** on all promotional material for the duration of our media campaign, as equal supporting partners for 2008.

- Your company logo will appear in all printed advertising of the event
- Your company logo prominently positioned on every page of our website in the sector sponsor zone
 - Your own sponsor's text page on our site – visitors access this page by clicking on your logo from any other page on our site
 - A link to your website
 - The right to use the UK AWARE logo and **LONDONAWARE08** logo
 - A banner at **LONDONAWARE08**, displayed on the railings of the mezzanine level surrounding the double height central area of Exhibition Hall 1
 - Your company logo on all floor plans at **LONDONAWARE08**
 - 5 sponsors' event passes, allowing access to the VIP lounge area and the Saturday networking evening.

MAIN SECTOR
SPONSORS
8 SPONSORS

£10,000

LEVEL 3 ASSOCIATE SPONSORS

We are also keen to work with a number of associate sponsors from all industry sectors who will share in the profile of our media coverage, but perhaps more importantly represent the diversity of SMEs looking to appeal to broader consumer markets.

- Your company logo listed on our Associate Sponsors' page
- Your own sponsor's text page on our site
 - The right to use the UK AWARE logo and **LONDONAWARE08** logo
 - 2 sponsors' event passes. This allows access to the VIP lounge area and the Saturday networking evening.

ASSOCIATE
SPONSORS

£750

PROJECT SPECIFIC SPONSORSHIP OPPORTUNITIES

WE HOPE YOU CAN JOIN US

LONDON AWARE 08

PUT YOUR NAME ON:

ALL PROJECT SPECIFIC SPONSORSHIP OPPORTUNITIES ARE NEGOTIABLE AND BENEFIT FROM EXPOSURE ON THE ASSOCIATE SPONSORS' PAGE OF THE LONDON AWARE 08 WEBSITE

ECO-INNOVATION AWARD: Your company becoming an integral part of this year's award - i.e. The 'your company' Eco-Innovation Award.

UK AWARE BAGS FOR LIFE: Your logo on jute bags handed to every visitor to the event.

UK AWARE BAGS INSERTS: Bags will contain a variety of information and product samples from our key partners and sponsors - join the growing list.

THE VIP AREA: Your logo on banners around the VIP area at the event [which will be the same area used for the networking evening]. Your logo would also appear on the part of the website where these are mentioned.

SPEAKERS' AREA ONE OR TWO: Your logo on banners which provide the backdrop for the speakers during the event and on the speakers' area of the website.

AUTHORS' AREA: Your logo appears on the authors' area of our website and on banners in the authors' area itself for the full duration of the event.

PRESS ROOM: Your logo on banners around the press room at the event.

STAFF T-SHIRTS: Have your logo on the t-shirts of the UK AWARE team during the event.

FLOOR PLANS: Your logo appears at the head of all copies of the floor plans - both online and at the event.

RICKSHAWS: Your logo on some or all of the rickshaws which will be providing a shuttle service to and from the tube station.

YOUNG VISITORS INTERACTIVE AREA Your logo on backdrop of our creative recycle and reuse feature.

The number of organisations who are becoming part of LONDON AWARE 08 is increasing at an exciting rate, and on a daily basis.

We would be thrilled if you could add your name to the list, in whatever way. Please feel free to contact Simon or Danny to discuss any ideas or levels of support that will help to make **LONDON AWARE 08** the success it deserves to be, for all our sakes.

We look forward to hearing from you and working together towards a common, important objective.



BRING YOUR IDEAS
TO THE MIX

CONTACT US TO TALK
ABOUT OTHER WAYS
OF CONTRIBUTING TO
THE EVENT

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