

Environment job handed to 23Red

The Environment Agency has hired integrated agency 23Red to promote the United Nations' Environment Programme's World Environment Day (WED) 2006.

23Red, a COI roster agency, has been briefed to create a multi-platform ad campaign as well as identify commercial and not-for-profit partners to promote the day. Last year's partners included IKEA and Sainsbury's.

World Environment Day has taken place on 5 June every year since 1972, and this year's theme is 'Promise the earth for World Environment Day'.

It asks people to make small lifestyle changes such as saving water, reducing waste and taking part in car-sharing schemes. In 2005, more than 140,000 pledges were made by 25,000 people.