

Environment Agency in green blitz

The Environment Agency is to encourage millions of people to live greener lives with a multi-channel push commemorating World Environment Day (WED) on June 5.

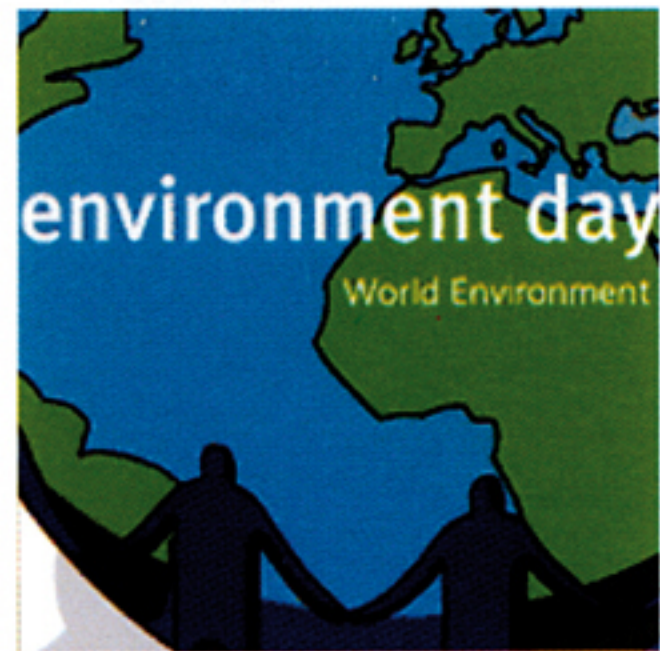
The public body has appointed London agency 23red to create a campaign promoting WED to new and existing corporate and non-profit partners. These partners will then promote the event via branded newsletters, websites, emails, exhibitions and promotions, which have also been designed by 23red.

This activity will drive people to the WED website,

where they will be encouraged to commit to at least one of ten promises, including: taking a shower instead of a bath; using rechargeable batteries; airing washing rather than using a tumble dryer; not filling the kettle for a cup of tea; and volunteering for a local environmental project.

The site also features an evaluator tool, which collates and tracks the responses to assess which partners have delivered the most.

WED is an annual event of the United Nations Environment Programme. It has taken place every year since 1972. Last



Environment Agency

Asking partners to spread the word

year, over 25,000 people made 140,000 pledges, and over 200 organisations participated.