

Applying for the Sustainable Campaign 2017

Your Company

Company

Contact

Street address

Postcode, City

Country

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Your Contact

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Applying for the PSI Sustainability Awards 2017 with a campaign

Dear Jury,

Dear ladies and gentlemen

We're hereby applying for the PSI Sustainability Awards 2017 by entering our campaign in the Sustainable Campaign category.

Name of the campaign

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Which promotional product was used as a component of the campaign?

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Who was the initiator of the campaign (for example a brand, a charity or an environmental organisation)?

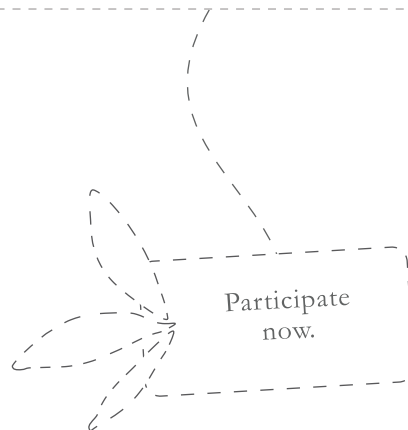
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What sustainable purpose is the campaign serving?

A large dashed rectangular box intended for the user to describe the sustainable purpose of the campaign.

Brief description of the campaign (350 signs)

A dashed rectangular box intended for the user to provide a brief description of the campaign, limited to 350 signs.



Description of your campaign

The following questions are intended as guidance to help you explain the campaign in detail to the jury. That does not mean that you have to answer all the questions; but keep in mind that any additional information greatly aids the jury.

- How **sustainable** is the promotional product used in the campaign? Beyond being manufactured sustainably and made from sustainable materials, does the promotional product also convey an environmental and social message?
- Is your product **biodegradable** (not only under specifically created laboratory conditions) or, under the defined conditions, returnable to the value chain by recycling? If yes, be sure to also explain and/or document the recycling process.
- What materials and/or substances are used to make your product? Please document for us the makeup of your product by providing appropriate certificates.
- How is the product used in the campaign manufactured? Please document for us the manufacturing process by providing corresponding certificates or, if appropriate, by explaining the manufacturing process to us. If social criteria also play an important role in this context, please explain and/or document those as well.
- How innovative is the campaign and/or the promotional product used in terms of sustainability? Is your product a one-of-a-kind design, or do comparable products already exist on the market?
- How did the idea for the campaign come about?
- If you already submitted the campaign last year: Has the campaign been redeployed and improved since then?

