



2009

GREEN  PLANET
AWARDS

in association with **Supreme Master Television Sky Ch. 835**



THE GREEN PLANET AWARDS RAISE AWARENESS ABOUT THE CRITICAL SITUATION THE ENVIRONMENT IS CURRENTLY IN & HUMAN ACTIONS WHICH INFLUENCE CLIMATE CHANGE.

2009 THEME:

ECO EATING

FACT: What you eat affects the environment far more than what car you drive!

FACT: Excessive meat eating damages your health & contributes more to global warming than total worldwide transportation combined!

WHAT CAN YOU DO?

This is your chance to really make a difference! Your task is to increase the public's awareness of how eating habits affect the environment and personal health. Create debate, discussion and highlight the damage excessive meat consumption is doing to our planet and to our health in as many innovative and exciting ways as you can. Be ambitious with your campaigns, you could: organise general awareness days or weeks; contact your local media - newspapers, radio and TV; lobby Government bodies & TDs. Then take a record of your activities - materials, websites, pictures, videos etc, and send them to us by May 1st 2009.

WHO CAN TAKE PART?

The competition is open to all 3rd level students over 18 years of age. You can choose up to 3 campaign directors who can mobilise and recruit an unlimited campaign team to spread your



■ Reducing methane from animal sources is the fastest way to bring about planetary cooling.

message to your fellow students, community and beyond. More than one team can register per college so it's best to recruit early!

HOW CAN YOU TAKE PART?

Choose your Message!

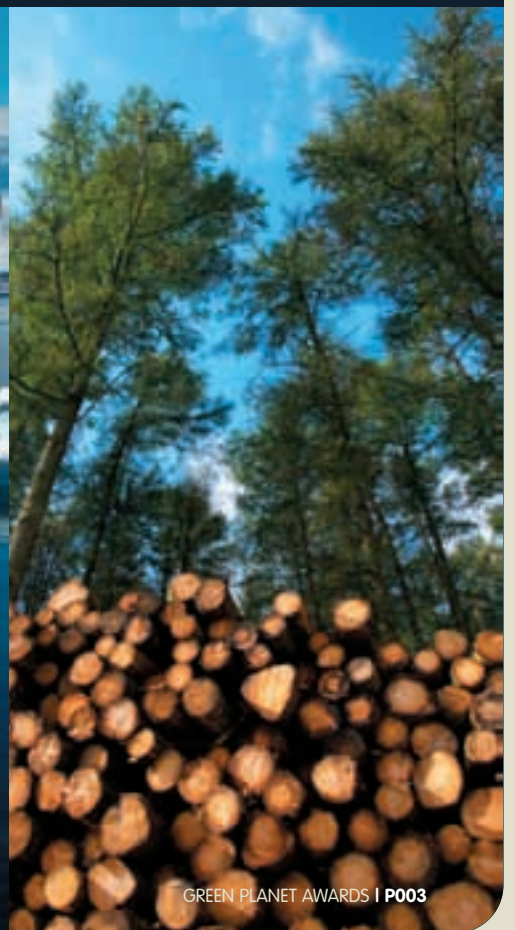
How we eat affects the planet in many different ways. Your campaign could include some or all of the following topics:

- **The critical situation the planet is in requires urgent action.** NASA climate change expert Dr. James Hansen states if we don't act very quickly, as in the next one to two years, "we are all toast".
- **Ireland is the second greatest producer of Green House Gasses from 27 EU countries (EU Environmental Agency report 2008).**
- **Effects on global warming relating to methane & other greenhouse gases.** A 2006 UN report "Livestock's Long Shadow" estimates livestock are responsible for 18 percent of global emissions, including 37 percent of methane (72 times more potent than CO₂), 67 percent of nitrous oxide (296 times more potent than CO₂) and 9 percent of CO₂. The reduction of methane is being recognized as the most powerful lever for bringing about rapid cooling of the planet because it dissipates out of the atmosphere 9 to 15 years after it has been emitted, whereas CO₂ will still be heating the planet hundreds of years after it has been emitted, and methane's warming potential is much higher than originally estimated. Because

livestock are the greatest source of human-caused methane, eating less or no meat is the easiest and fastest way to bring about global cooling, buying us critical time as we wait for new technologies to be developed and become established.

- **Deforestation & desertification.** Deforestation is on the increase (in particular the Amazon) and estimated to account for approximately 20 percent of CO₂ emissions. According to UN estimates, over 70 percent of Amazon deforestation is due to livestock being raised for food - either because of grazing cattle or growing food such as soya which is then exported to supply animal feed for meat production. Overgrazing is the main cause of desertification worldwide.
- **Global food shortage, water shortage & pollution.** Rising food prices have plunged an additional 75 million people below the hunger threshold, bringing the estimated number of undernourished people worldwide to 963 million in 2008.

■ 90% of world soya, 80% of world corn & 45% of world grains are fed to livestock, while a child dies of malnutrition every 2.5 seconds!





UNNECESSARY HEALTH RISKS FROM EXCESSIVE MEAT EATING

■ People who eat a healthy vegetarian diet are far less likely to develop cancer, cardiovascular disease, diabetes, obesity, etc. Additionally, people who develop these diseases and embrace a low fat, nutritionally balanced vegan diet rich in vegetables have been medically proven to be able to overcome obesity, diabetes and cardiovascular disease, without surgery or drugs, and certain types of cancers.

Cardiovascular Disease: Cardiovascular disease is the number one killer both globally and in Ireland, causing nearly 40% of all deaths. It costs the European economy €192 billion per year, 57% of which is used on health care, 21% in productivity losses and 22% for informally looking after people.

Diabetes: Ireland has an estimated 250,000 patients diagnosed with diabetes and another 100,000 who are estimated to be undiagnosed. Treating diabetes costs the Irish economy about €600,000 per year.

Obesity: Experts are predicting that Ireland is on the verge of an obesity crisis. Since 1990, the rate of obesity in women increased from 13% to

16%, and men increased from 8% to 20%. Obesity and related issues cost the US economy an estimated US\$100 billion per year and Northern Ireland £500 million per year. How much more would this cost in the Republic?

Get your
Message
out there!

Once you have decided upon the messages and themes of your campaign, the next step is to figure out how best to build awareness for your campaign amongst the student community and the public in general. The most effective marketing and PR campaigns are information driven, delivered in a convincing fashion using up-to-date facts that are simple in their message.

The Green Planet Awards campaigns should be about empowering people with information in relation to the most critical eco issues so they can have better knowledge and understanding, enabling them to make informed decisions that most effectively contribute to mitigating climate change as well as related health issues.

The Green Planet Awards will provide a PR & Marketing Support Team, who can be used as a sounding board for all your campaign ideas. The team will provide support when required and can offer advice on many areas including press releases, approaching local media, marketing ideas etc.

FAQ'S

ARE WE REALLY SHORT OF FOOD?

■ Although many blame biofuels for food shortages, in 2008, only 100 million tons (5 percent) of global cereal crops were used for biofuel. By contrast 760 million tons (38 percent) was fed to animals. Grain currently fed to livestock is more than enough to feed 2 billion people.

IS THERE REALLY A WORLD SHORTAGE OF WATER?

■ Drought and water shortages are already beginning to grip parts of Africa, Spain, Australia and the US Southwest. Experts warn that wars of the 21st century will be fought over blue gold (water).

■ "Saving Water: From Field to Fork" by the Stockholm International Water institute found that 70% of all worldwide water goes to producing food, with livestock being the single greatest source of water use, taking up to 20,000 litres of water to produce 1 kg of beef, but only 500 to 2,000 litres to grow 1 kg of wheat.

■ The UN's Livestock's Long Shadow reports that livestock is the largest sectoral source of water pollution and responsible for 64% of ammonia emissions, which contribute to acid rain. Scientists have calculated that we would actually save more water by forgoing one pound of beef, or four hamburgers, than by not showering for at least six months.

WHAT ARE THE HEALTH BENEFITS OF A PLANT BASED DIET?

■ In their 2003 Position Paper on vegetarian diets, the Dietitians of Canada and the American Dietetic Association concluded that vegetarian and vegan diets are appropriate for all stages of the human lifecycle and can meet all nutritional needs. Recent studies on nutrition are showing that it's far easier to get all your nutritional needs from a pure plant based diet than traditionally thought, and that vegans do a better job of meeting nutritional needs than omnivores.

A plant-based diet, with a variety of plant-based foods including vegetables, fruits, breads, cereals, whole grains, legumes, tofu, and nuts and seeds is a healthy and nutritional diet providing essential nutrients such as protein, iron, calcium, zinc, iodine, essential fatty acids and omega oils.

■ BY REDUCING YOUR MEAT CONSUMPTION OR EVEN GOING VEGETARIAN YOU CAN HELP TO:

- Reduce methane/nitrous oxide & carbon dioxide production.
- Save large amounts of water.
- Avoid further pollution of our streams/ rivers/oceans.
- Reduce destruction of topsoil & tropical rainforest.
- Reduce destruction of wildlife habitats & endangered species.
- Reduce the use of antibiotics, growth promoters & chemicals.
- Reduce the spread of antibiotic-resistant superbugs.

■ USEFUL LINKS & RESOURCES

For all your information resources and useful links, etc. relating to latest medical research, scientific reports, government and UN reports, and all facts and matters relating to effects of meat on the environment and health, go to the following websites:

www.GreenPlanetAwards.org
www.SupremeMasterTV.com
www.MeatTheFacts.ie
www.VegSource.com
www.EarthSave.org
www.MongaBay.com

■ BOOKS & DVD'S:

Vegan: The New Ethics of Eating
(by Eric Markus)
Healthy at 100 & The Food Revolution
(by John Robbins)
A Delicate Balance (DVD)
Meat the Truth (DVD)



MARKETING & PR

MARKETING

Marketing your campaign is all about creativity and inventiveness! Here are just some of the ways in which you could build awareness for your Green Planet campaign on your campus. The sky's the limit! But always remember to respect the rights and thoughts of others who may not share your views. Great campaigning is about informing, not forcing. If in doubt, contact the PR & Marketing Support Team!

Here are a few ideas to get you started:

- Build a website or blog & develop an on-line campaign
- Create an on-line viral campaign
- Build an on-line social networking community around your campaign
- On campus poster/flyer campaigns
- Organise art exhibition/installations
- Organise an environmental conference
- Lobby local government
- Create a concert or singer-songwriter night
- Initiate on-campus flash-mobs
- Organise a huge vegetarian cook off
- Start a petition campaign
- Develop media ads & slogans through video, animation or flash

...or any combination of the above!

PUBLIC RELATIONS

As always, positive publicity is the best publicity, therefore it is especially important that all your statements be factually correct and backed up by credible reference. Also make sure you know what you are talking about before you decide to speak about it to radio or newspaper people! Publicity that has nothing real at its core can hugely damage any campaign. Honesty is always the best policy. If in doubt, ask your PR & Marketing Support team, that's what they are there for! In building a PR drive around your campaign, you need to deliver a clear and focused message, one that will engage the interest of your college and local media and drive their desire to hear more about your message. Here are some PR ideas that could help to drive awareness of your campaign:



- Write press releases explaining what you are doing & send to college & local newspapers in your town or city.
- Take great photos that capture the positive essence of your campaign & submit them to your local papers & magazines.
- Speak to local journalists & ask them to do a story on your campaign.
- Contact college & local radio stations & ask them to do an interview with a spokesperson for your campaign
- Set up a blog on your campaign website & blog about the campaign & why you are doing it.
- Invite Irish vegetarian celebrities in your campaigns, including: Singers like U2's Larry Mullen, Elvis Costello, The Cranberries' Dolores O'Riordan, & Sinead O'Connor, Actors Pierce Brosnan & Cillian Murphy, Comedian Sean Hughes, etc.

PROJECT STAGES:

■ **Stage 1: January 2009**
CHOOSE YOUR TOPICS & RESEARCH YOUR CAMPAIGN ISSUES!

You should find the resources section very helpful in terms of getting up-to-date and accurate information on the environmental and health impacts of excessive meat consumption.

■ **Stage 2: February – April 2009**
BE A CAMPAIGNER!

Build awareness for your campaign amongst your student community and the public in general in innovative and exciting ways. If you need any help at all just contact us by phone or email.

■ **Stage 3: May 1st 2009**
SUBMIT YOUR ENTRY!

Keep a record of anything you do, photographs, videos, sample flyers, newspaper cut-outs and send it by May 1st 2009 to: **The Green Planet Awards, Real Events, Cathedral Court, Fumbally Lane, Dublin 8**

WITHOUT SUBSIDIES A POUND OF BURGER BEEF IN THE US WOULD COST UP TO \$30



WIN ME!



PRIZES:

>> 1ST PRIZE:	ELECTRIC CAR!!
>> 2ND PRIZE:	€2000.00
>> 3RD PRIZE:	€1000.00

JUDGING:

A panel of judges including experts in climate change, public relations and marketing will review all entries and select overall winners and category winners based on the following criteria:

1. How well you got your message across.
2. How far-reaching was your campaign
3. The creativity & inventiveness of your campaign.
4. How well your team embraced the theme.
5. How much research went into the campaign.
6. How your understanding of the issues then translated into a PR & marketing campaign.
7. How you conducted yourself during the campaign.

ENTRY FORM

CAMPAIGN DIRECTORS:

(max of three)

ADDRESS:

(for correspondence)

COLLEGE NAME:

COLLEGE ADDRESS:

CONTACT PHONE NUMBER:

CONTACT EMAIL ADDRESS:

SEND YOUR ENTRY TO:

I have read and agreed to all rules and regulations as detailed in the Green Planet Awards Booklet.
Please nominate 1 campaign director to sign.

SIGNATURE:

COMPETITION RULES & REGULATIONS

PARTICIPATION IN THE COMPETITION

1. Team members submitting an entry must be over 18 years of age before January 19th 2009 and be registered third level students. The organisers reserve the right to seek verification from the relevant third level institution of the registration of any students who have entered the competition.
2. This competition is open to third level students from the Republic of Ireland and Northern Ireland only.
3. Each team can have a minimum of 1 and a maximum of 3 campaign directors.
4. Entries must be anchored in any Eco Eating concept or combination of concepts.
5. The closing date for receipt of entries is May 1st or such later date as may be advised on website.
6. Please keep a record of all creative pieces on an electronic/or digital format. The organisers request that all audio pieces can be electronically transferred.
7. Real Events cannot accept responsibility for lost, damaged or delayed entries. Proof of posting is not proof of receipt. Entries cannot be returned to entrants.
8. Employees, contractors or persons directly or professionally associated with employees of Real Events or Supreme Master Television may not enter this competition.
9. All entrants agree to be bound by the rules of the competition; failure on the part of any entrant to adhere to any or all of these rules will render the entry in question invalid.
10. Prize winners may be required to participate in publicity (photographs, interviews, quotations etc).
11. The Electric Car Prize does not include insurance or any applicable taxes on or in respect of purchase or any import or export duties and any such insurance, duties, taxes, delivery costs or other costs are the responsibilities of the winner(s).
12. Cash prizes will be distributed evenly among the prizewinning teams' Campaign Directors as detailed in the entry form.
13. Canvassing of adjudicators will result in automatic disqualification.
14. No correspondence will be entered into regarding the judging process and the decision of the judges in all categories will be final.
15. Copyright of all original material entered in this competition is retained by the author. By submitting a project for entry, the entrants grant to Real Events the right to reproduce the entry (in full or in part) on the radio, on the website at www.greenplanetawards.org or in such other publication as Real Events nominate, without payment by Real Events. Real Events reserves the right to amend, withdraw or terminate the competition or alter the specification of the competition without prior notice should that specified be unavailable for reasons beyond their control.
16. Notwithstanding that the winners may have been declared, if the organisers discover before the distribution of prizes that for any reason under these rules a winner should have been ineligible to enter the competition or if the entry should have been declared invalid, the organisers reserve the right to determine that a winning team is disqualified.
17. Competition entries must be sent to The Green Planet Awards, Real Events, Cathedral Court, Fumbally Lane, Dublin 8 no later than May 1st 2009.
18. Finalists will be contacted on or before May 31st.