



Because the whole planet revolves around the poles...™

About Polar Conservation Organisation

The Polar Conservation Organisation is headquartered in Brussels, the European capital. Compared to other non profit organisations, PCO is much broader than simply global warming and polar bears. Although PCO realises just how important these issues are, we are also concerned with indigenous peoples' rights, national sovereignty issues, the conservation of the Polar Regions, the environment, political role models for cooperation, and more. The Polar Conservation Organisation would like to be recognised as the focal point for information, discussion and political and public opinions about the Polar Regions. Our ambition is for PCO to become regarded as the organisation that aggregates and facilitates information, discussion and political and public opinion and policy forming, not only in Europe, but globally. One of the key milestones for Europe is the establishment and maintenance of a common EU policy and the appointment of a Commissioner responsible for Polar Policy, a further goal is the establishment of an Arctic Treaty along the lines of the Antarctic Treaty.

Objectives and Activities

In order to achieve our goal of a sustainable and workable policy on the Polar Regions, the main activities of the Polar Conservation Organisation are:

Awareness & Education

Awareness & access to unbiased, objective information are the basis of any informed decision and as such is our primarily objective. PCO intends to stimulate and facilitate dialogue, information, and hopefully, understanding about the various issues related to the Polar Regions, its peoples, customs, economic activities and environmental and conservation needs. The Polar Conservation Organisation has a successful network, both online and in real life. It attracts the general public by providing accurate unbiased information, press releases and daily updated news via the website. Most importantly, because we support something so crucial to our environment and the Earth's very existence, politicians, other NGOs, Industry players and the public are eager to contribute.

Publications

Publications and related events are important in order for the PCO to achieve its objectives. Interviews with leading political figures and industrial leaders will generate well-informed content on related topics, and will be made available online through PCO's interactive website. PCO will eventually publish articles and news pieces as well. Ultimately PCO would like to contribute regularly to environmental press and other publications and publish a quarterly report on Polar Conservation related matters.

Think Tank

Proper policy and decisions rely on well thought out and analysed alternatives. PCO intends to stimulate the debate with representation ranging from scientists to politicians, corporate executives and educators, with the aim of establishing and developing and guiding governments' policies (EU and other countries) on Polar issues. Results will be published in the various PCO publications and on the website.

Lobbying

PCO already enjoys support from various people in EU institutions and will continue to build these relationships and work with interested parties toward the creation and maintenance of a common EU policy and an EU Commissioner responsible for overseeing polar related matters. We also intend to use that as a springboard to a broader international audience in an effort to encourage the formation of an Arctic Treaty involving all stakeholder countries and territories.

Interactive Online Web Platform

A dynamic and interactive sophisticated online web platform capable of combining online social networking with a real world community of interest, and an educational resource, to enable individuals, politicians and companies to benefit from the ensuing balanced policies and political / economic frameworks. The web platform is thus vital in supporting the PCO's activities and services catering to politicians, scientists/researchers, educational institutions and students as well as the general public.



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Why support the PCO?

As a sponsor, you will certainly benefit from having your company or organisation's logo on our website and promotional materials. An independent study in 2006 showed that being associated with a good cause will convince 89% of 13 to 25 year olds to use your brand instead of your competitor's. This, along with the fact that supporting a good cause will make you more appealing to your customers and potential customers, is quite an important reason to support the Polar Conservation Organisation. There are of course many other grounds for supporting our organisation, including the fact that there is a vast increase in media attention concerning the Polar Regions. Besides the climate change issues in the news and media today, the 100 year anniversary of the first explorations to the Antarctic and Arctic regions is near. This additional media attention through films, TV documentaries and other publications means extended exposure to those involved with polar issues.

Types of Sponsorships and Associated Benefits

There are several ways in which you can support and sponsor the PCO. The PCO is open to any type of support, providing it aligns with its objectives. If you would like more information or to discuss a custom sponsorship or support arrangement, please feel free to contact us.

General Sponsorship Types

In return for financial support and sponsorships, PCO is able to offer:

- Exposure on the PCO website. Banners, skyscraper and other advertising and other promotional options exist on specific pages or across the entire site.
- Special mention with links and detailed company presentation in the sponsor section of the website, as well as mention on the main home page in the sponsor section.
- Exposure and presence at PCO events. This includes banners, and other marketing materials at events as well as mention and sponsor logos on programs, and other event publications.
- Exposure on all PCO publicity and marketing materials. PCO will publish articles of its own as well as in other more established media publications. Mention of sponsors will be made in all publications.
- Priority to becoming the title sponsor at specific PCO events and seminars. Sponsor will get some exposure at events; title sponsors will get additional exposure typical of a title sponsor. (see Event Specific sponsorships)
- PCO will speak / present at your events to clients, partners or other marketing activities.
- Press release on paper and online detailing the sponsorship, including a letter of thanks
- Access to the partners only newsletter and flash update on relevant news and events
- Access to the PCO stock photo library. PCO has several thousand images taken in the Polar Regions.

Use of Funds

Funds raised will be primarily used in the activities described above, namely,

1. Generate significant amounts of educational information and other content for the website and other publications. This requires both dedicated personnel as well as freelance and outsourced resources. (€100k / year)
2. Organise events and think tank sessions and lobby the EU institutions. (2x15k/year)
3. Travel and conferences (20k/year)
4. Additional technical enhancements to the website. (€ 50k / year)

Event Specific Sponsorships

- **PCO Launch Event:** Due to take place in Q1 of 2009, the event will be held in the European Parliament and be the official launch of PCO's campaign related to the 2009 EU Parliament elections. Following that there will be 2 events per year.
- **Publications:** During 2009, PCO expects to publish articles in a number of publications most importantly Europe's World (widely regarded as the most influential publication on EU Policy), as well as publications of its own. (€50k / year)

Other Types of Support / Partners

Content / Media Partners: Research & educational organizations or media broadcasters & companies, syndicate or provide content (articles, papers, news, press releases, video, audio, photographs or images).

Tour operators / Travel companies: Provide us with travel opportunities so that we can gather content. We can also happy to form part of the lecture staff.

Conference Organisers: Provide us free media / press access to your events so that we can cover them.

You can make a difference! - Support the Polar Conservation Organisation.