

Creative Minds for Conservation



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TEES FOR CONSERVATION COMPETITION

A SEARCH FOR THE MOST CREATIVE DESIGN FOR
WILD ASIA'S SPECIAL EDITION MERCHANDISE

SEED GRANTS CREATIVE NOMINATION

A SEARCH FOR INNOVATIVE ECO FILM-MAKERS
AND MULTIMEDIA DESIGNERS

BY: WILD ASIA
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Overview

An introduction to Wild Asia

Wild Asia is a **social enterprise** working to support the conservation of natural areas and the local communities dependent upon their resources. Our ultimate goal is to **promote sustainable practices** that will minimise adverse impacts on the environment, ensure that local communities are engaged and that local cultures are respected.

We work on various environmental and social programmes from **sustainability advisory** on oil palm plantations to promoting **responsible tourism**. One of our programmes known as **Seed Grants** aims to encourage innovative and bright ideas in conservation by awarding the best ideas with a small financial support.

About Wild Asia's Seed Grants

We believe that a wealth of knowledge could lead to many awe-inspiring research and projects that can make a positive impact on our environment, wildlife and local communities. Therefore Seed Grants was established in 2005, an initiative that provides small financial incentives to researchers, environmentalists and non-academics to help them kick-start their ideas or plans into significant action.

Every year, we set aside up to 25% of our annual profits towards helping causes in Asia. This is one of the most direct ways in which we support conservation. Our Seed Grants is usually small-of about USD1, 000. Since its inception we have helped 7 projects around Southeast Asia, from; community-based initiatives in Bali and Cambodia to elephant conservation in Malaysia, we hope that this small contribution will have lasting impressions on our planet.

Wild Asia's Merchandise

Every year we try to award as many Seed Grants as possible, and aside from a percentage of our annual profits, we raise funds for Seed Grants through the sales of our core merchandise, our **t-shirts**. Since January 2009, we have managed to sell 100 t-shirts by setting up booths all around Kuala Lumpur. Our t-shirts are also sold at retail outlets like Nature Owlet of Malaysian Nature Society and Fisherman Divers Dive Centre in Pulau Tioman.

Our t-shirts carry our logo and act as a branding tool, as they have been widely circulated and worn all around Southeast Asia.



About the Search

Inline with the recent announcement of Seed Grants 2009, Wild Asia would like to extend our reach beyond project-based initiatives to include the creative industry. Since our merchandise goes hand-in-hand with Seed Grants, we thought it would be best to combine both these competitions and highlight some of the most creative minds in Asia.

Designers, film-makers and multimedia designers have the option to contribute to environmental and social conservation by either designing our **special edition t-shirts** and have it printed or creating a **short film/Community Service Announcement/Website/Interactive media** of an environmental or social issue that is close to their heart to raise awareness.

The choice is up to you to take up this exciting new challenge!

1. Wild Asia's Tees for Conservation Competition

2.1 Objective

Over the years of our t-shirt sales, we have received feedbacks on the design and variety of our merchandise. Therefore, we decided to expand our t-shirt's design to include special edition variations to further complement our generic design.

This will be a chance for designers to expand their portfolios while contributing to a greater cause by supporting conservation!

2.2 About the Competition

Realizing that our community holds some of the best creative minds, we would like to extend the opportunity to students, budding and professional designers to design our new t-shirts. However, all will be judged equally based on their design and not background.

Wild Asia will deliberate and choose 3 of the best designs, in which one will be the **winner** and will be used as our new special edition t-shirt. All **3 finalists** will be featured on www.wildasia.org

- A designer may submit up to **3 different designs**.
- Entries should be emailed to info@wildasia.org in AI, JPEG or PDF formats.
- Also include **brief introduction** about the designer and her/his background.
- Designs must be submitted by **31st July 2009**.

2.3 Tees for Conservation Brief

There will be **two themes** in which the designers can choose to work on. The themes are based on our programmes, Responsible Tourism and Plant-a-Tree. Below are brief introduction on these programmes which the designers can use as guidance:

Responsible Tourism (RT)

Responsible Tourism extends to any travellers who desire or aim to be more responsible towards the environment and communities in their travels and tourism operators who support sustainability in their business. We've realized the tourism industry impacts the environment and local communities in more ways than one and we are working towards reducing these impacts. Some of the ways in which travellers can help reduce these impacts include:

- 1) Supporting local communities by buying locally-made crafts or souvenirs.
- 2) Supporting accommodations that are eco-friendly.
- 3) Reduce waste where possible.
- 4) Engage in tourism activities that reduce impact on the environment such as hiking, bike riding, responsible diving, etc...also known as eco-tourism.

Plant-a-Tree (PAT)

Wild Asia works as a channel to educate the public on the significance of planting trees as a way to offset carbon, regenerate new wild lands and preserve wildlife biodiversity in our country. Only indigenous forest trees are planted in order to enhance and encourage wildlife biodiversity.

We then run 3 tree-planting events spread out across the year. The main focal events we tie up with are Earth Day, World Environment Day and Malaysian Environment Week. During these events, we usually open a booth and sell our t-shirts. This is a great way to get companies involved in CSR activities. The target audience for this initiative include individuals and the corporate sector.

2.4 Specifications

The design for the t-shirts is open to the designer's creativity. However, these specifications need to be included in the design. Layout and placement is open to the designer's discretion.

Wild Asia Logo- The Wild Asia logo acts as a branding tool. Placement of the logo is open to the designer's creativity. If the designer needs the original file, we can send it via email.

Wild Asia conservation label- The conservation label briefly explains the function of our t-shirts and must be placed inside the t-shirt, right below the size tag.

Wild Asia
www.wildasia.org

Thank you for buying me! Proceeds will go towards conservation initiatives in Asia.
How? Visit www.wildasia.org now!

Designer's name / logo- The designer may embed their name, signature, logo or any information they wish to share in their design according to their preference.

Colours- Though the designers have full control over the design, the colour of the t-shirt has to be set according to:

Responsible Tourism: Black, red or white

Plant-a-Tree: Army green, beige or dark brown (earthy tone)

Remember: The design must be your own original unpublished work and must not contain any third-party logos, trademarks or copyright material.

2. Wild Asia's Seed Grants for Creative Nomination

3.1 Objective

In 2009, we decided to go beyond project-based initiatives to include the creative industry as we believe creativity is an important medium to drive change. Inspired by 2008's Eco Film Festival hosted by EcoKnights, we thought it would be a great idea to encourage our local film-makers and multimedia designers (graphic designers, visual artists, illustrators etc...) to take up the green initiative and become instigators of change through their work of art. This year, we are rewarding **6 grants**.

3.2 Seed Grants Brief

SG is not restricted to Malaysian nationals and is open to budding and professional film-makers and multimedia designers. Regardless of your background, Wild Asia will deliberate on your ability to demonstrate **how you can have an impact on the sustainability of natural resources or how you can affect local communities**. For more information on past Seed Grants winners, please visit: http://www.wildasia.org/main.cfm/Seed_Grants/Tees_Competition

3.3 Application Process

To submit an application, simply email us a proposal either written or in the form of a storyboard with all these details:

About the project

- Project Title
- Applicant name & nationality
- Applicant contact (address, phone number & email)
- Project website
- Summary of the project (what is it you are trying to do and why).

Utilizing the SG

- What is the project timeline? Will it be completed within one year?
- How will you use these funds? Brief outline will do.
- Will you be able to provide quarterly and annual updates online?

Project Impact

- Who does the project help promote the sustainability of natural resources?
- Who will the project ultimately benefit?
- How do you intend to sustain the project beyond the lifespan of your grant?

Obligations & Disclaimer

All outputs from the project are to be made available to Wild Asia at the end of the project. This shall be in both hardcopy and softcopy formats. Whilst copyright remains with the applicant, Wild Asia is granted the right to use the name and photo of the applicant and any outputs of the project for free in any broadcast, telecast, print or electronic medium. Wild Asia accepts no responsibility for any loss, injury or inconvenience sustained by any applicant, whether or not arising in contract or negligence. All applicants shall be responsible for ensuring that their activities are in compliance with any national legal requirements relevant to the project.

For film-making and other multimedia projects: Any production made with the use of funds granted by Wild Asia shall contain an acknowledgement for our contribution to the production. We reserve the right to dictate the expression and method of acknowledgment. We reserve all rights to our Intellectual Property such as any trading name, trademarks and copyrights.

For more information, please do not hesitate to email info@wildasia.org

GOOD LUCK AND MAY THE CRAZIEST MINDS WIN!