



# “Vilnius CO2 Green Drive”

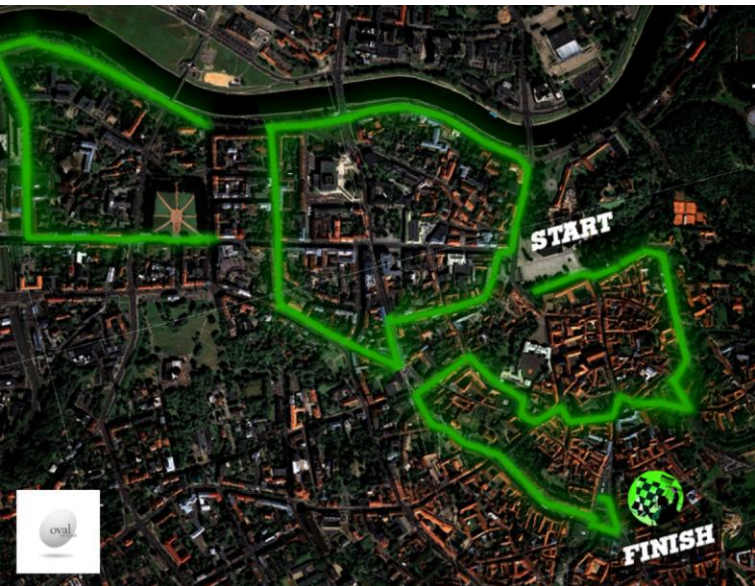
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The CO2 route in Vilnius

The international interactive art and climate event concept; CO2 Green Drive, developed by the Danish artist Jacob Fuglsang Mikkelsen and the Danish Cultural Institute, will be coming to Lithuania on October 23rd 2010 - on Vilnius Town Hall Square!

With a successful history in Copenhagen, Roskilde, Milan and Riga, the CO2 Green Drive is ready to kick off in Milan (for the second time) in 2010, and in the USA (New York and Los Angeles), Tallinn and Sao Paulo in 2011. The project is hereafter planned to go world wide.

Vilnius CO2 Green Drive will present a long parade and a ground breaking fashion show of the newest and hottest electric and hybrid cars along with an extensive list of other cool environmentally friendly vehicles and many other green lifestyle activities.

Equipped with color coded GPS tracking devices, Vilnius CO2 Green Drive's parade will drive through Vilnius, painting a huge "CO2" sign marking Vilnius to the outside world as a green city aware of the climate issues we are facing today!

### **Vilnius CO2 Green Drive might be the event you do not want to miss being a part of!**

The Nordic Council of Ministers Office in Lithuania, in collaboration with the Danish Cultural Institute and the project executors Oval, are now looking for additional partners and sponsors for our event.

Would you like your logo in a film promoting Lithuania worldwide? Could you imagine your name on Vilnius Town Hall Square during the main event? Would you like to be a partner in a unique Lithuanian TV program travelling virally all around the globe? Or maybe you have an idea on how to contribute to this unique event?

For more information on the event, please have a look on the following pages and feel free to contact us in case you have any questions.

On behalf of all our partners we hope to hear from you!

Kind regards,

**Bo Harald Tillberg**

Director

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For more information please contact:

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Project Manager

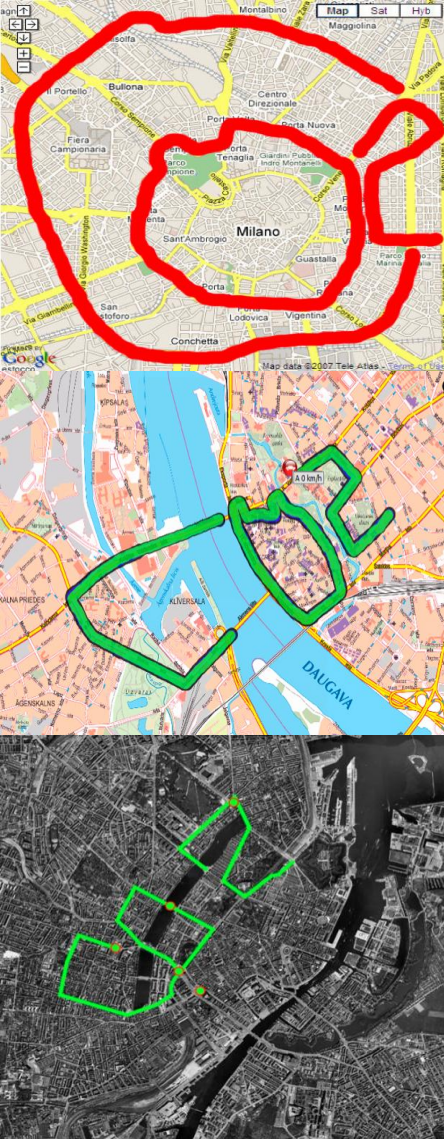
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CO2 paintings in Milan, Riga and Copenhagen

## Vilnius CO2 Green Drive

- Vilnius CO2 Green Drive is an international interactive art and climate event intended to create awareness and motivate the general public to take an active part in addressing climate issues and the related challenges of urban transportation. This intention is achieved by “tagging” cities across the world with a massive CO2 sign virtually “painted” by a public parade of environmentally friendly vehicles equipped with color coded GPS tracking devices driving a route in the shape of a “CO2”.
- Vilnius CO2 Green Drive is accompanied by a photo and video competition. By taking pictures of the parade, along the route and during the events, uploading the pictures and “Geo Tagging” them on Google maps as a part of the competition, an everlasting “CO2” sign will virtually appear above Vilnius on Google Earth. This not only motivates citizens of Vilnius to take an active part in the event by documenting memorable moments, but becomes a constant reminder of our obligations to create a greener on healthier environment.
- As part of Vilnius CO2 Green Drive several projects have been developed directly targeted at children and families. Focusing on renewable energy; Wind will be the theme for creating kites passing on the children’s wishes for the future. A collaborative painting and an exciting photo competition involving creating “finger mood puppets” and drawing your future car will take place.
- Official representative, celebrities, sponsors and investors from Lithuania and abroad are invited to commence Vilnius CO2 Green Drive and drive the vehicles during the parade.
- Vilnius CO2 Green Drive will open with an international conference / debate on October 22. The conference will be discussing the current situation and future solutions for electric vehicles in Lithuania. The conference will take place in Vilnius Municipality. If you are interested, please contact us for more information.





**Imagine: the most powerful environmentally friendly vehicles in the very heart of Vilnius**

## What happens on October 23, 2010 during Vilnius CO2 Green Drive?

Vilnius CO2 Green Drive starts with an exhibition of environmentally friendly vehicles on Vilnius Town Hall Square and is open for all environmentally friendly vehicles. After the exhibition all vehicles will be equipped with color coded GPS transmitters and drive a CO2 route through Vilnius painting a huge colored “CO2” painting. The CO2 painting will appear live on an aerial photo of Vilnius and will be screened on a big LED screen live on Vilnius Town Hall Square and on Internet during the event. The parade, for now consisting of 37 vehicles, will again finish on Vilnius Town Hall Square where all participating cars will be presented in form of a fashion show on a long Catwalk, decorated with sponsor and investors’ logos.

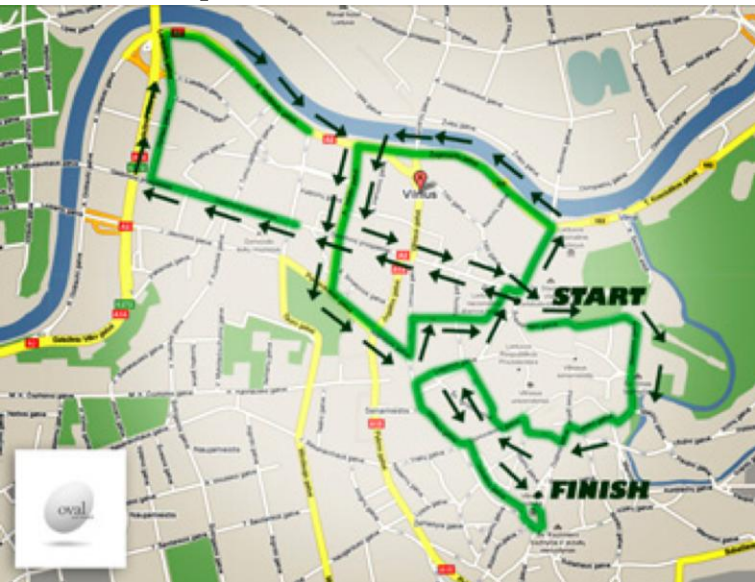
From the central stage a Conférencier and DJ will be hosting the event and guiding these activities:

- Drag Race between fast fuel cars and the most powerful electric vehicles.
- Screening of the award winning documentary “Who Killed the Electric Car?”. Hopefully together the famous American film director of the film, Chris Paine.
- The Eco-Drive Academy teaching how to drive more economical and environmentally friendly.
- The Eco-Rally: Up to 40 cars with sponsor logos aiming for not the fastest, but most economical and environmentally friendly result.
- Kids creating toys and doing competitions with a focus on: Wind and Water and their future dreams.
- Green Design: Presenting fashionable environmentally friendly designs, clothes and gadgets.
- The Eco Laboratory: Teaching how recycling can be very inspiring and creative.
- The Eco Market: selling bio and ecological food and clothes.
- The Eco Restaurant: Selling ‘healthy green food’ and sharing inspiration on healthy recipes.
- Championships of Radio Controlled Cars.
- Showing how 100 KG of CO2 looks like.
- Closing party for special guests and an auction of the original CO2 painting of Vilnius.





The central places in Vilnius



Vilnius CO2 Green Drive route

## Awareness Raising and Publicity for the event:

- Webpage & Social Network Group for Vilnius CO2 Green Drive 2010: Webpage and Social Network Group will serve as our information and PR platform. The webpage will contain: partners and sponsors with links / list of participants / press releases / program / news / CO2 painting / promo videos / the photo competition / private interviews
- TV & Viral Program: “Convert my Car”: How to convert a fuel powered car into an electric car in only 8 weeks? The 8 episodes of 3 minutes will be shown on Labas Rytas (LRT) and on Lithuania’s most visited news portal; Delfi. The car will be decorated by Lithuanian artists (Possibly with Sponsor Logos) and drive in the Vilnius CO2 Green Drive parade.
- 30 seconds Teaser / Commercial: A viral video triggering the public and raising awareness about Vilnius CO2 Green Drive. This teaser can contain logos of main contributors and can be showed on TV and internet.
- Promotional slides and videos, presenting our main contributors, will be screened on the 4m x 3m LED screen during the event.
- 2-3 minutes Promo video about Vilnius CO2 Green Drive: A viral video informing and inviting the public to Vilnius CO2 Green Drive and all the additional events.
- 7-10 minutes Documentary, documenting Vilnius CO2 Green Drive: Will be documenting and promoting our event in and outside Lithuania during other CO2 Green Drive events around the world. This video will contain logos of contributors and will pay special attention to main sponsors within the documentary, for instance, in form of interviews with them or their representatives.
- Posters will contain logos of contributors and will be spread in Vilnius.
- LED screen on Vilnius Town Hall Square: During the event the TV Program, promos, teasers, the official webpage, the CO2 painting will be screened. There is a possibility for our contributors to be presented on the screen during the event.





### Informational Partners



### Project executors

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