



GREEN on GRAY PARTY

SUMMARY by Analia Bordenave

Problem vs Solution: The human tendency towards the destruction of nature does not allow anyone to seek refuge in indifference. As we must contend with our habits of consumption and pollution and their impact on natural resources and our environment.

Who? Art for Evolution, a nonprofit organization founded by the ecological artist Analia Bordenave in the United States, that established the global project "GREEN ON GRAY" (GoG) to promote environmental awareness.

What? The goal is to celebrate the expansion of our "GREEN ELITE", a select group of people and corporations that is superior in terms of ability to take care of our future and the Planet. Everyone can join our GREEN ELITE by committing to reduce their environmental impact. The GREEN ELITE is developed by our CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM to offer creative solutions to environmental impact—including education, ecological ethics, green spaces, CO2 reduction, Ecological and Participatory Art designed to disseminate the GoG Challenge.

How? With our 1 Million CO2 ton reduction "GoG Challenge" we encourage education and collaborative actions that reduce pollution. The Challenge offers participants 10 eco-ethical changes to implement in their day to day lives to reduce at least one ton of GH emissions per year. This GoG Commitment reduces their environmental impact and is symbolized through art by switching a gray mark (pollution) into a GREEN MARK. In the same way that we ALL generate pollution, we can work together to stop it.

We propose to celebrate with our GoG Party for the Planet and make the commitment to leave a positive impact on the planet with our green mark. The celebration wants to involve participants to create a fair balance between the economic, social and environmental needs of present and future generations. Everybody can join the commitment of CO2 reduction!

The GoG Party generates a big impact with three options for an unforgettable message of environmental awareness:

"GREEN CARPET", "Leave your GREEN MARK" and "YOU LEAVE YOUR MARK ON ME"

Where and when? Everyone has a reason to celebrate GREEN. It will take place in high-end venues with different theme party ideas guaranteed to make a big impact in the town.

Why celebrate? The celebrations foster a positive attitude towards learning and encouraging people to take part. Holding GoG party will also get more participants on board that will help maintain the interest and enthusiasm for learning how to take care of the planet. Celebrating the GOG COMMITMENT in a party atmosphere brings the whole city to life and encourages people to discover the lifelong learning opportunities to reduce the negative impact on the planet.

"Thank you so much for your consideration! Becoming part of the CSR Annual Membership Program you will demonstrate your commitment to high professional standards enjoying the benefits.

We hope that you will be able to contribute and collaborate with us in advancing our goal of a greener and more sustainable Earth."

Artist, Creator, and Director
Green on Gray Eco-art Project
Contact: analia.bordenave@artforevolution.org
Call 1-305-979-1693

Analia Bordenave

PROBLEM vs SOLUTION

Your GRAY MARK

Every single everyday activity, as simple as each may appear, leaves a GRAY mark (carbon footprint). The carbon footprint is the tool used to measure the negative impact on planet earth. Generated by human activities, the carbon footprint is determined by the quantity of greenhouse gas produced. The unit is a measurement of carbon dioxide.

Emissions linked with transportation, enterprises, commercial activities and product processing are included in measuring the carbon footprint. Remember each step, activity or consumption we make leaves its mark on the planet!



Your GREEN MARK

We want to create environmental awareness that is fun, creative, and participatory so that everyone can start taking steps to help transform their negative carbon footprint, or "GRAY MARK," into a clean and sustainable "GREEN MARK," thus preserving the environment now and for future generations. A CSR Campaign that includes education, ecological ethics, green spaces, CO2 reduction, and Participatory Art. The union of efforts from all segments of society to work towards the same goal involves a commitment to collaboration, where each of the parties empowers the others to improve life quality.

WHO ARE WE?



+



+



+



=

The goal is to celebrate the expansion of our "GREEN ELITE" a select group of people and corporations that is superior in terms of ability to take care of our future and the Planet.



ELITE

we leave a GREEN MARK for the Planet

OUR GOAL



GoG Party aims is to spread our [1 Million CO2 Reduction Challenge](#).

With our [GoG Commitment](#), we offer participants 10 eco-ethical changes to implement in their day to day and reduce at least 1 ton of emissions per year. This GoG Commitment reduces their environmental impact switching a gray mark (pollution) into a GREEN MARK for the Planet.

Your help can make possible our goal of achieving the promise of getting 1 million of commitments for reducing 1 Million tons of CO2.

CO2 REDUCTION

EDUCATION

TAKE ACTION

SET A RECORD

HOW WE WILL DO IT?



We propose a celebration with three unique options with an unforgettable message of environmental awareness.



GREEN CARPET PARTY



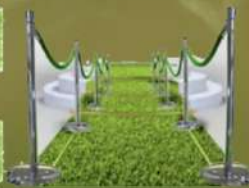
LEAVE YOUR GREEN MARK FOR THE PLANET



YOU LEAVE YOUR GREEN MARK ON ME



GREEN CARPET



01

AMBIENCE



A grass carpet receives guests and green lights transform the ambience

02

DJ-INTERACTIVE MUSIC



Our DJ shares his musical instruments to allow guests to leave their musical mark

03

PERFORMERS-DANCERS



Sophisticates performance-dancers add beauty

04

GREEN DRESS CODE



The guests have fun with their green dress code to merge with our message

05

MORE GREEN



Signature cocktail



Social Media Green Photo Booth



LEAVE YOUR
**GREEN
MARK**
FOR THE PLANET



01

THE CHALLENGE

1 Million CO₂ Reduction Challenge: We offer participants 10 eco-ethical changes to implement in their day to day and reduce at least 1 ton of emissions per year.



02

THE GREEN MARK

The participants use one of their thumbs, painted with green ink, to leave a physical mark on the art piece and on a participation certificate.



03

THE ART WORK

Both with a unique PIN number that allows them to identify their unique GREEN MARK in the finished artwork: "**Leave your Green Mark for the Planet**"



04

THE EXHIBITION

Each unique mark is exhibited in the international masterpiece that assembles all those who leave a Green Mark for the Planet by **Analia Bordenave**



05

WORLD RECORD

Harnessing the record-breaking power of the masses, we will create the world's largest participatory artwork at Guinness World Records. Join us!



YOU LEAVE YOUR MARK ON ME
ECO ART PERFORMANCE



01

The aim of this Eco-Art Performance is to spread our [1 Million CO2 Reduction Challenge](#) and to create environmental awareness so that everyone can start taking steps to help transform their 'Gray Mark,' into an awareness "Green Mark," thus preserving the environment now and for future generations.

[READ MORE](#)



02

Members of the party will dip their thumbs in green paint and then physically leave their thumbprints, or 'Awareness Green Mark,' on the performer's body representing the mark that humans leave on Earth.



03

Ecological artist Analia Bordenave seeks environmental stewardship through participatory art. This Eco-Art Performance allows the public to interact with performers whose bodies will be used as a canvas. Together, we can create a positive change.

[READ MORE](#)



04



OUR STRATEGY



CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR) refers to business practices involving initiatives that benefit society. CSR is a corporation's initiatives to assess and take responsibility for the company's effects on environmental and social wellbeing. CSR aims to ensure that companies conduct their business in a way that is ethical.

Here at Art For Evolution, we believe it is vital to better the communities where we live and work.



BE PROGRAM PARTNER

READ MORE about the CSR ELITE PROGRAM
exclusive sponsorship options:
[HERE](#)



BE PROGRAM MEMBER

Be a member of our CSR PROGRAM and receive
your CSR recognition.
[READ MORE](#)

Our original program allows all types of companies to be a part of a big impact CSR campaign and to be proud of their contribution and the benefits. GoG CSR Program offers to be a CSR Partner in [CSR ELITE PROGRAM](#) or be a [CSR PROGRAM MEMBER](#) with different [Membership Levels](#).

We offer creative solutions to environmental challenges includes massive education, ecological ethics habits, green spaces, CO2 reduction, with Ecological and Participatory Art.

The CSR program will get you an Improved public image, increased media coverage and boost employee engagement which will attract and retain investors. Be a member of our CSR Annual Membership Program and receive your CSR recognition.

With the annual membership, the companies make the most out of the money. Tax deductible donations combined with the CSR program generates maximum impact to their business and the community

The GoG CSR Annual Program's main goal is to spread the [GOG CHALLENGE](#). To educate the community implementing 10 eco-ethical actions to which participants can commit for CO2 reduction.

CSR BENEFITS

CSR CERTIFICATE

Becoming a member of our CSR Annual Membership Program you have demonstrated your commitment to high professional standards. Let others know you are a member by displaying a handsome framed AFE CSR membership certificate in your office. Every certificate is superbly printed on quality grade paper with an AFE seal. Your certificate will bear your company name, current membership year, and the signatures of the local authorities



CSR TOOLKIT

The integration of Corporate Social Responsibility (CSR) practices and principles into business operations can help your company to realize innovation and competitiveness benefits. Our CSR toolkit for business provides practical guidance on why and how to integrate sustainability-oriented practices into your business operations.



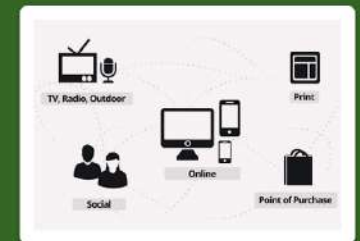
CSR CERTIFIED

Based on the Program participation, a member then earns one of five GOG CSR rating levels: Certified, one to five stars. CSR Members are permitted to display a GoG CSR logo on their print and digital materials. All members demonstrate their commitment to sustainability while also making an impact within their sphere of influence



CSR RECOGNITION

- A great opportunity to making a visible difference on the local, national and global level, from environmental our campaign, represent a positive change that will be felt for years to come.
- [CSR Application for International Awards.](#)
- Dissemination of results in Television/radio, Internet, Print media, E-Mailing, Out-of-home.



BE PART OF THE CHANGE!

Your help can make possible our goal of achieving the promise of getting 1 million of commitments for reducing 1 Million tons of CO2. You can leave your Green Mark on the planet. Your participation will help us to raise awareness and educate our community to generate eco-ethical habits, protecting our natural resources and respecting the planet.



ANNUAL MEMBERSHIP PROGRAM



When you become a member of our CSR Annual Membership Program, you will be part of a multi-level plan that seeks to maximize the impact of your donation due to the fact that not only you can deduct it from your taxes, but also because you'll get the benefits of being part of a CSR program. If you seek to give back to the planet, the size of your company doesn't matter; with small donations from a large number of companies, you will see your donation become a big project. A [GOC CSR Membership](#) is the first step in making all of this happen, so choose a level that best suits your participation and let us do the rest!



LET US CELEBRATE NOW!

