

Make A Difference

More Ways To Get Involved

- Encourage children to do a school project on Sir Peter – many youngsters under the age of 10 do not know who Sir Peter was. Learning about this great New Zealander, about his leadership, his concern for the environment and even about his lucky red socks will be an inspiring and important part of their education.
- There are a number of other exciting opportunities for teachers, young environmental leaders and sailors through Trust programmes. Let these people know about them – and about Fuji Xerox's important support of the Trust. It is something we can all be proud of.

"Thanks for your interest and support."

- Brad Cooper, Chair of the Sir Peter Blake Trust

Partnership Opportunities

- Talk to your account manager about organising a coastal clean up. Put on a beach BBQ and make a difference to your own employees.



"Having vision is not enough. Change comes through realising the vision and turning it into a reality."

— Sir Peter Blake

Ten Simple Things You Can Do To Help The Marine Environment

- 1.** Conserve water. Most of the water we use at home eventually ends up (via drains and water treatment plants) in the sea. If we use less, there is less impact on the sea.
- 2.** Get involved in the Trust's Clean Up Our Coast programme. Download the kit from the website and do a coast clean up (beach, estuary, river or lake). You may even like to "adopt" a particular area and inspect and clean it regularly.
- 3.** Ensure that outside drains (at home, on your street, at work and schools) only drain rain. These drains should never be used for tipping detergents, paints, solvents or other harmful substances.
- 4.** Think about your purchasing decisions. You should not only consider cost, quality, convenience or the brand – remember to consider the environment as well. Is the product bio-degradable, does it use excessive packaging, is the company that produces it environmentally responsible, what about its energy efficiency, its water use, its carbon emissions?
- 5.** Make sure any internal combustion engine you own or operate (cars, boats, motorbikes, lawn mowers etc) are tuned and running efficiently – minimising carbon emissions is everyone's responsibility.
- 6.** Refuse, reduce, reuse and recycle. Remember that recycling is the last of these 'four r's'. Before recycling we should first; Refuse to buy and use products we know are harmful to the environment, Reduce the amount we use as much as we can, Reuse things whenever and wherever we can rather than throw them out, and then Recycle whenever possible.
- 7.** When harvesting marine resources (fish, shellfish, crayfish etc), be aware of and follow the fisheries regulations and take only what you need (not the maximum you are entitled to).
- 8.** Be a hero – if you see people not obeying the fisheries regulations report it by phoning the Ministry of Fisheries hotline at 0800 4 Poacher (0800 4 76 224).
- 9.** Always be careful around marine wildlife – whether piloting a boat or walking around the shoreline. Many of our sea bird and marine mammal species are easily disturbed, give them some space and respect their needs.
- 10.** Be a marine ambassador – teach others and advocate for marine conservation – we need as many champions for marine conservation as we can get!



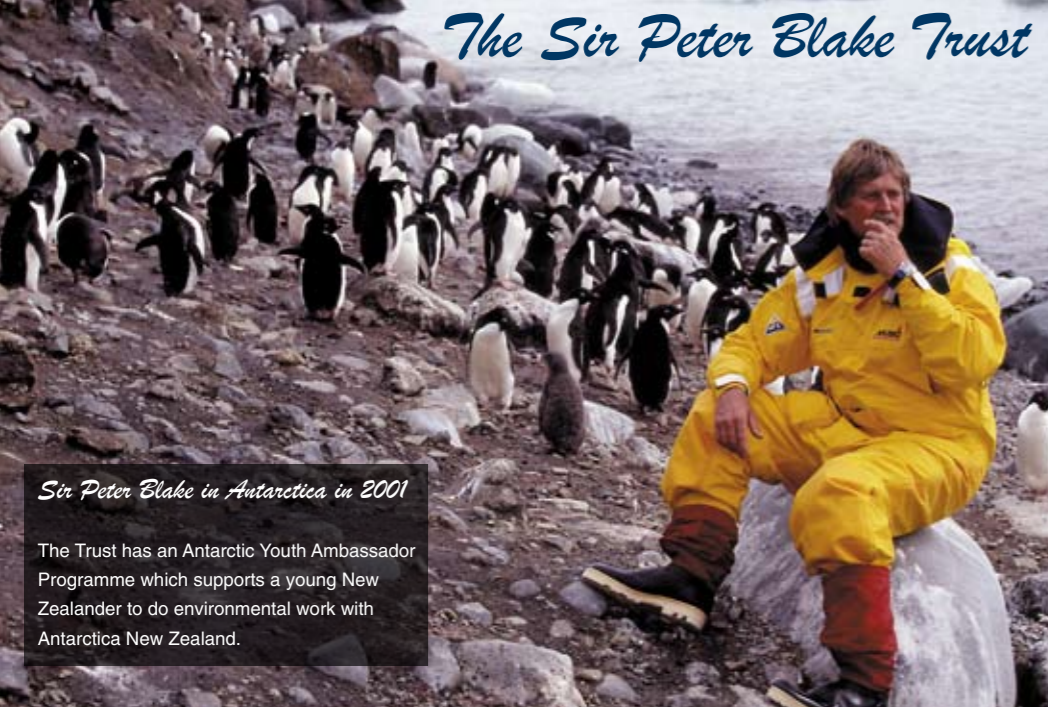
For more information on how you can get involved in the Sir Peter Blake Trust Activities please contact Steve Counce
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Phone: (09) 356 4287

www.fujixerox.co.nz
www.sirpeterblaketrust.org

Get involved today in Sir Peter Blake Trust Activities



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Sir Peter Blake in Antarctica in 2001

The Trust has an Antarctic Youth Ambassador Programme which supports a young New Zealander to do environmental work with Antarctica New Zealand.



Helping The Environment

The annual Sir Peter Blake Youth Environment Forum brings together young environmental leaders from across the nation.

Environment



Celebrating Leadership

Sir Peter Blake Emerging Leader Award recipient Samara Sutherland receives her award from the Governor General, Dame Silvia Cartwright.

About The Sir Peter Blake Trust

After Sir Peter's death in 2001, The Sir Peter Blake Trust was established to continue with his work on the environment and to inspire future environmental leaders. The Trust has a focus on youth and offers a number of environmental programmes including Clean Up Our Coast, The Sir Peter Blake Youth Environment Forum, the Antarctic Youth Ambassador and many others.

The Sir Peter Blake Trust aims to help New Zealanders make a positive difference for the planet through activities that encourage environmental awareness and action, and leadership development. The Trust wants to carry on Sir Peter's work and keep his spirit and values alive for future generations.

Fuji Xerox supports Sir Peter Blake Trust



We are delighted to announce that Fuji Xerox has signed a three year sponsorship agreement with the Sir Peter Blake Trust. Fuji Xerox has a long history of involvement with Sir Peter dating back to our significant support of the America's Cup in 2000. We also supported the America's Cup event in 2003 and are a current sponsor of Team

New Zealand 2007. We have made the decision to invest because of the brand alignment between the two organisations. Fuji Xerox has established a market position focused on leadership and a very strong commitment to the environment. A relationship with the Sir Peter Blake Trust adds real substance to that positioning.

Sir Peter Blake and the Environment

After retiring from competitive sailing, Sir Peter turned his attention to the environment. During his many years sailing the oceans of the world, he developed an increasing concern for nature and the destruction he witnessed.

Typically for Sir Peter, he recognised the huge challenge and decided to do something about it. He created Blakexpeditions, an organisation dedicated to exploring the environmental pulse points of the planet and educating people about the problems and encouraging people to find solutions.



The Sir Peter Blake Trust aims to honour Sir Peter's memory by continuing on with that work. Sir Peter's particular focus for the environment was on water. Having sailed around the world six times and clocking up over half a million nautical miles he was acutely aware of the deterioration of our oceans and the important role water plays in our quality of life. He thought our planet had been misnamed and should have been called "planet water"! The state of our oceans and waterways is just one of the significant challenges facing our world today.

Human activity is threatening eco-systems that support all life, both directly and indirectly. We can all make a difference to this decline and every small step helps.

How To Get Involved

The Sir Peter Blake Trust runs a variety of programmes and activities and staff are encouraged to check the Trust web-site to get details on these opportunities. You might like to:

- Sign up for the Trust's monthly email newsletter to stay in touch with Trust activities (sign up on www.sirpeterblaketrust.org)
- Buy Trust branded clothing (either for yourself or for a gift), "fly the flag" for the Trust and contribute to the Trust at the same time (a proportion of the proceeds from sales of these clothes goes to the Trust). Note: Clothing will be available to purchase via www.sirpeterblaketrust.org from December 2007.
- Organise a Coastal Clean Up. Download the Clean Up Our Coast kit from www.sirpeterblaketrust.org and follow the instructions for cleaning a beach, estuary, river or lake coast. Record the data and submit it to the Trust for analysis.
- Promote the Trust's "Clean, Green and Blue" guide to your boating friends. This resource provides a vast range of information on how boaties can take care of the marine environment. It includes the "Boaties Environmental Code of Conduct" – see www.sirpeterblaketrust.org for more information.
- Nominate a leader who inspires you for The Blake Medal or a Sir Peter Blake Emerging Leader Award. Nominations are open from April to May each year.