

TEMPLATE LETTER/EMAIL TO BUSINESSES



This template is designed in partnership with WWF-UK as part of the *First News* Takeover Challenge. This year the Takeover Challenge is a campaign called 'How Green Can You Go?' which focuses on encouraging children to think about business and sustainability. This template acts as a suggested guide to help you contact a business to ask if they would like to get involved. Please use whichever parts of the template below you feel are necessary, and swap/change/take out anything else.

Dear Sir/Madam,

I am writing to you to ask whether your business *insert business name* would like to take part in this year's *First News* Takeover Challenge in partnership with WWF-UK, 'How green can you go?'

'How green can you go?' is a project that aims to teach young people about sustainable business through a series of resources and video content, as well as through engaging with local organisations. We want to put young people's learning into action and are encouraging them to find out about a business's sustainability journey, sustainability practices and the challenges they have faced. Please see the attached document 'Takeover Challenge for businesses' that will provide you with more details about what the Takeover Challenge is and what your involvement could be.

I work at *insert name of school* and together with my pupils, we have researched businesses local to us that we think would be great to get involved in the Takeover Challenge. We are especially keen to visit *insert name of business* to ask about your sustainability journey because...

We have researched your business and find it interesting that you have the following sustainable values *insert sustainable values* and have implemented the following sustainability practices *insert examples*. We would love to find out more about your journey, including how you have reached the point you are at today, and what plans you have for the future.

Eventually, young people will take what they have learnt to come up with a list of things they want their future employers to be doing with regards to sustainability. WWF-UK and *First News* will bring this list together into a charter.

We would be very grateful for your time in taking part. I look forward to hearing from you.

Yours faithfully,

insert name