

# What do I do once I have signed up for the “footprint” project?



**Agreement mail:** If you have not already done it: please send us a mail that you agree to participate.

**Text:** Then send us a word file in both English and Chinese at the very latest on October 20 (preferably before to secure a good process). The text is max. 500 Chinese characters (if you write more, we will have to delete some).

**Photos:** We also need one or two photos that you wish to use with the text (we hold the right to refuse in case it can be deemed inappropriate). The photo has to be quality 300 dpi. You bear full responsibility for copyright to the photos. Please send both photos and text to [jorric@um.dk](mailto:jorric@um.dk) AND [soralb@um.dk](mailto:soralb@um.dk)

**Layout:** We will do the layout.

**Indirect promotion only:** is important to underline that this project is not about promoting your products directly. It is about your company's positive impact – or footprint – in China.

**Sparring:** We offer you a short telephone sparring via Jorge Rico Villar or Commercial Counselor (CSR) Søren Albertsen prior to the writing process. We will have to ask you to change texts that are deemed too direct promotion of products, since that differs from the spirit of the whole project

**One or two cases:** It will serve the purpose of all parties – your and the reader - better if you choose 1 – max. 2 contributions that you think are significant. The contribution may be as in the attached example (all details are pure fiction) or it may be charity projects, management styles, environmental protection etc. etc. The point is that all Danish (and many other) companies contribute positively to Chinas development by their mere presence.

**Readability:** Whether the text is a case, an interview or a description is up to you – we aim at a very readable and tempting booklet with a variety of photos and a variety of ways to presenting the cases.

Please follow the spirit of the attached example (dk.fiction).

**In case of any doubts, please contact Mr. Jorge Rico Villar: [jorric@um.dk](mailto:jorric@um.dk) and tel. 1085329900 / 18201166310**