

## Media Partnership Guideline Greeneration Foundation

<p><b>About</b></p>	<p>Greeneration Foundation (GF) is an NGO focusing on utilizing adaptive creative media in changing human behavior to implement Sustainable Consumption and Production (SCP) in Indonesia. GF activities involve engaging with government, environmentally-focused organizations and communities, while also connecting to the broader community - ranging from individual, children, professionals to housewives.</p> <p>GF initiated <a href="http://www.BebasSampah.id">www.BebasSampah.id</a>, a national online platform that helps stakeholders realizing a Zero Waste Indonesia, and also EcoRanger, a program providing training for rangers from local communities to encourage eco-friendly behavior in prioritized tourist destinations across Indonesia. To know more about GF, you could check on <a href="http://www.greeneration.org/">http://www.greeneration.org/</a></p>
<p><b>General Term &amp; Condition</b></p>	<p>Greeneration Foundation is really open for media collaborations as long as the partner follow our term and condition:</p> <ol style="list-style-type: none"> <li>1. The partner could be company, organizations, government, community.</li> <li>2. Good track record and reputation on environment issue.</li> <li>3. The event must be concern in environment issues or sustainable production &amp; consumption issues or waste issues or these issues mention in one of the event activities such as: The committee provide separated waste bin during the event, no styrofoam or single use product such as: plastic, straw, sachet (Mention about less waste event activities)</li> </ol>
<p><b>Poin of Media Partnership (FREE)</b></p>	<p>From Partner:</p> <ol style="list-style-type: none"> <li>1. The committee or member should have to follow minimum 2 social media platform of Greeneration Foundation (Instagram, Twitter, Facebook, Youtube)</li> <li>2. Minimum number of committees are 20 to follow our account</li> <li>3. Greeneration Foundation's logo publication in minimum 5 publication item (include online and offline items. You can choose such as: e-poster, T-shirt, backdrop/ banner/ website, ID Card, certificate, etc)</li> </ol>

From Greeneration Foundation:

1. 1 post in Instagram Story
2. 1 post in Facebook Timeline
3. 2 post in Twitter Timeline

**We also provide you for Paid Promote Media Partnership here are the list:**

<b>Rp. 750.000,-</b>	<ol style="list-style-type: none"> <li>1. 1 post in Instagram Feed</li> <li>2. 2 post in Instagram Story</li> <li>3. 2 post in Facebook Timeline2</li> <li>4. 2 post in Twitter Timeline</li> </ol>
<b>Rp. 1.000.000,-</b>	<ol style="list-style-type: none"> <li>1. 1 post in Instagram Feed</li> <li>2. 2 post in Instagram Story</li> <li>3. 2 post in Facebook Timeline2</li> <li>4. 2 post in Twitter Timeline</li> <li>5. 1 article Post in Website</li> </ol>
<b>Rp. 1.750.000,-</b>	<ol style="list-style-type: none"> <li>1. 1 post in Instagram Feed</li> <li>2. 2 post in Instagram Story</li> <li>3. 2 post in Facebook Timeline2</li> <li>4. 2 post in Twitter Timeline</li> <li>5. 1 article Post in Website</li> <li>6. 1 post in Newsletter</li> </ol>
<b>Rp. 2.500.000,-</b>	<ol style="list-style-type: none"> <li>1. 1 post in Instagram Feed</li> <li>2. 2 post in Instagram Story</li> <li>3. 2 post in Facebook Timeline2</li> <li>4. 2 post in Twitter Timeline</li> <li>5. 1 article Post in Website</li> <li>6. 1 post in Newsletter</li> <li>7. 1 web Main Slider</li> </ol>

## OUR MEDIA PLATFORM



INSTAGRAM

### @GreenerationID

6.786	Followers
800	Profil Visit per Week
40-50	Link Clicks per Week
22.000	Impressions per Week
4.100	Reach per Week
150	Likes Average per Post



TWITTER

### @GreenerationID

197.000	Followers
18.000	Impressions per Week
40	Link Clicks per Week
60	Retweet per Week
50	Likes per Week



FACEBOOK

### Greeneration Foundation



8.398	Page Followers
8.388	Page Likes
60	Page View per Week
8.500	Post Reach per Week
1.340	Post Engagement per Week



YOUTUBE

### Greeneration Foundation

830	Subscriber
650	Broadcast per Week
397	Unic Audience
3:35	Average Minutes of Video Watch

 <p>NEWSLETTER</p>	<b>media@greeneration.org</b>	
	1.875	Newsletter Subscriber
	1.850	Engagement per Week
	245	Open Rate per Week
	21	Newsletter Publication
 <p>WEBSITE</p>	<b>www.greeneration.org</b>	
	43,48%	Direct Search
	56,52	Search by Google

**For More Info Please Contact**

**Email: [media@greeneration.org](mailto:media@greeneration.org)**