



Ambassador Pledge

Please complete this form and return to the AONB team
info@eastdevonaonb.org.uk

Ambassador pledge	Ideally you will do this if you are a	Ideally you will do this if you are a	Ideally you will do this if you are an	Tick the column if you are doing this	Tick if you plan to do this in the future
	Businesses	Group or Organisations	Individuals		
Promote the opportunities to explore and get to know our outstanding countryside	✓	✓	✓		
Actively help to conserve and enhance our outstanding landscape and wildlife	✓	✓	✓		
Reduce, reuse and recycle	✓	✓	✓		
Save energy, lower carbon and water consumption	✓	✓	✓		
Encourage use of local transport and local transport solutions	✓	✓	✓		
Support local markets, buy locally and encourage local networking	✓	✓	✓		
Offer opportunities for community involvement and support your local projects / clubs	✓	✓	✓		
Mentor others and lead by example	✓	✓	✓		
Meet all statutory and legal requirements relevant to your organisation or operation	✓	✓			
Promote the AONB on your web site and literature and use the Ambassador logo	✓	✓	✓		



What can you do as an AONB Ambassador?

Opportunity	Suggestions	Tick if you might consider this
Host Ambassador networking events	Hold an AONB garden party / fete / festival, use our logo when you are promoting it	
Work with other Ambassadors to create special offers	Free cup of tea at the tea room if you hire a bicycle from Discount on accommodation if you have dinner at the pub	
Promote the fact that you are 'in the Area of Outstanding Natural Beauty'	Tell your guests / visitors	
Promote walking the East Devon Way, the South West Coast Path and other great outdoor activities in the AONB	Host a walking friendly event, promote it on your web site in your newsletters and on social media	
Consider how your local produce can be branded as 'produced in the East Devon Area of Outstanding Natural Beauty'	Home-made jam made in the AONB Beef reared in the AONB Clotted cream made in the AONB etc	
Organise, support or sponsor local activities and events that promote and conserve the AONB	** Take part in countryside events	
Link to the AONB from your web site	This encourages SEO to your web site and to ours... in other words increases your hits	

What has the AONB pledged to you, our Ambassadors	
Directly association with a highly respected organisation with environmental credentials.	✓
Use of the AONB ambassador logo	✓
Access to high quality AONB images for you to use	✓
Free quarterly newsletter	✓
Promote ambassadors on our web sites and on our ambassador google maps.	✓
Invitation to ambassador events, network and training	✓
Advice and support on landscape, wildlife and funding matters	✓
Free walking guidebooks	✓



Free beer mats / coasters	✓
Free use of our AONB event kit, banners, flags, pop ups and more	✓
Included in great PR, press releases and high profile media	✓
Copy of the AONB Annual Review each year	✓

Your name:

Your business or what you do as an AONB ambassador:

Your address:

Your contact telephone number:

Email address:

PLEASE NOTE: IF YOU WANT YOUR BUSINESS TO ALSO BE ON THE NEW **EAST DEVON WAY WEB SITE YOU WILL NEED TO BE IN RELATIVELY EASY REACH OF THE ROUTE AND PROVIDE FURTHER DETAILS AND A PHOTO OF YOUR BUSINESS – PLEASE CONTACT THE AONB TEAM AT info@eastdevonaonb.org.uk.**