



**7) To involve, if possible, the media and the local networks.**

Every involvement of the media and the local network in your efforts to communicate KEO is welcomed. Moreover, to encourage, for example, schools, hospitals, churches, prisons, health centers, libraries, association, etc.. to publicize the KEO project is also possible. You are free to propose activities of your choice such that every person is lead to embrace the KEO project: for example, asking students to design posters on KEO that can be put up in health centers or organizing a collection of messages for KEO during a shopping festival, etc....

**8) Not to associate any enterprise or entity with the collection of messages for KEO without the consent and approval of the Project Coordination Team of Programme KEO.**

In order to preserve the integrity and the global coherence of the project as well as to conserve the moral support extended to it by all its partners, all offers to sponsor and support KEO, that may be addressed to you, should be first communicated to the KEO team before they are put into practice. Please revert to KEO for its consent, to execute the coordination of the proposal.

**9) To contact the Project Coordination Team of KEO for any complementary information**

The Project Coordination Team of Programme KEO is at your entire disposal for any additional information that you may require to communicate KEO with the people around you. Do not hesitate to contact KEO to clear any doubt that you may have about the project or to have answers to any questions that may come to your mind or to get advice on any communication operation that you would like to put into action at a local level.

**10) The messages collected by KEO will respect the ethical values of the project**

In no event will the messages collected by KEO be circulated or used for any commercial benefit.

**I, the undersigned** .....

**Residing at the following address :** .....

**Country:**.....

**Nationality:**.....

**Telephone:** .....

**Fax:**.....

**E-mail:** .....

**Profession:** .....

**Professional structure to which you belong:**.....

**Wish to actively contribute to the promotion of the KEO project in the following way:**

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**And I agree to respect KEO’s value chart.**

**Place**.....

**Signature after having mentioned  
“read and approved”**

**Date** .....

**Thank you in advance for sending us this value chart:**

- .. By fax at: 00 33 (0) 1 44 54 00 05
- .. Or by post at: KEO, 30 quai des Célestins, 75004 Paris.

**Following this contact, you will receive all the necessary communication supports to successfully carry out your missions as a Keolover.**