

**All the teams are encouraged to take part in this environmentally friendly initiative.** This competition contest aims to **bring together and assist participants** who decide to undertake one or several 'green' initiatives during the 4L Trophy™.

The crew which carries out the best project and sends a presentation dossier to Désertours before 31 March 2009 will receive a prize of 1,000€.

**The organisers will retain elements of the best projects with the intention of making them an integral part of future rallies. *Take part in the Deloitte 4L Eco Challenge***

**Below you'll find the information you need in order to take part in the Deloitte 4L Eco Challenge.**

**Who can take part in the Deloitte 4L Eco Challenge?**

Participation in the Deloitte 4L Eco Challenge is free and reserved for 4L Trophy crews. [Download the participation form](#)

**Along what lines should I be thinking?**

- **Economy** Your 4L consumes fuel. Find a way of reducing your consumption or of reducing your CO2 emissions! (Note that your vehicle must however conform to French legislation.)

- **Conservation** Use the rally as an opportunity to take action on behalf of the environment.

- **Awareness-raising** You are acting on behalf of the planet – so try and get the general public and other rally crews to follow your example.

The possibilities are very varied, so we have just one piece of advice: use your imagination!

**What are the selection criteria?**

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- A serious approach, reflected in the project and the dossier

- Benefits for the environment
  - Scope for general application (would it be possible for all the crews to put it into practice?)
  - Originality of the project
  - Scope of the project (has the crew focussed on a single action or has it adopted a more

comprehensive  
approach to the  
challenge of respecting  
the environment?)

## **What are the steps?**

- I download the  
Deloitte 4L Eco  
Challenge registration  
form and return it, duly  
completed, to the

organisers no later than 10 January 2009.

- I take part in the rally and put my Deloitte 4L Eco Challenge project into practice. I take as many photos and notes as I can.

- When I get back from the rally, I put

together a dossier  
reviewing my project.  
It should be no longer  
than 6 pages  
(excluding annexes)  
and contain as many  
concrete elements as  
possible, such as  
photos, graphics,  
press articles etc. The

dossier must contain the following elements: the motivation behind the project, a description of the project and its objectives, the actions undertaken, the outcome and the benefits for the

environment (if this can be quantified).

- I return the dossier to the organisers before 31 March 2009.

- A jury will meet in April to choose the best project, which will be

awarded a cheque  
for 1,000€ at an  
evening awards  
ceremony.