

The THINK! Partner Framework

The framework below sets out the criteria that an organisation needs to meet to become a THINK! campaign partner.

A partner is required to be an organisation that:

- Is reputable and operates in accordance with best practice guidelines or codes of conduct as outlined by relevant industry bodies, trade associations or professional institutions.
- Can help the campaign communicate with one of our core target audiences identified as a partnership focus OR can offer expertise on a particular area of the campaign

A partner of the THINK! campaign has the following responsibilities:

- To promote accurate campaign messages, relevant to their target audience, via their own communication channels, e.g. website, leaflets, internal mail, e-newsletter and magazines
- To work closely with the partnership team to link their own activity where possible to the overall direction of the partnership campaign (for example, in terms of the campaign message and key timings.)
- Use the 'Supporting THINK!' logo on communications in accordance with the THINK! campaign brand guidelines
- Work to provide a solution wherever possible to the road safety issue in question
- Provide the partnership team with feedback on campaign activity for evaluation purposes
- Share relevant research and insights with DfT wherever possible.

Partners should be aware of the following:

- Being part of this campaign by no means entitles partners to claim that the Department for Transport endorses their product or services in any way
- Partners must not, in any way, bring the campaign into disrepute. At the discretion of the DfT, partnership status can be instantly withdrawn. In this instance, the partner will agree to remove all references to the THINK! campaign from its website and literature immediately.

Contact the THINK! team to discuss partnership options

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