

EARTH HOUR

27 MARCH 8:30PM #CONNECT2EARTH



**SPEAK UP
FOR NATURE**

earthhour.org



60+ INDEX

EARTH
HOUR



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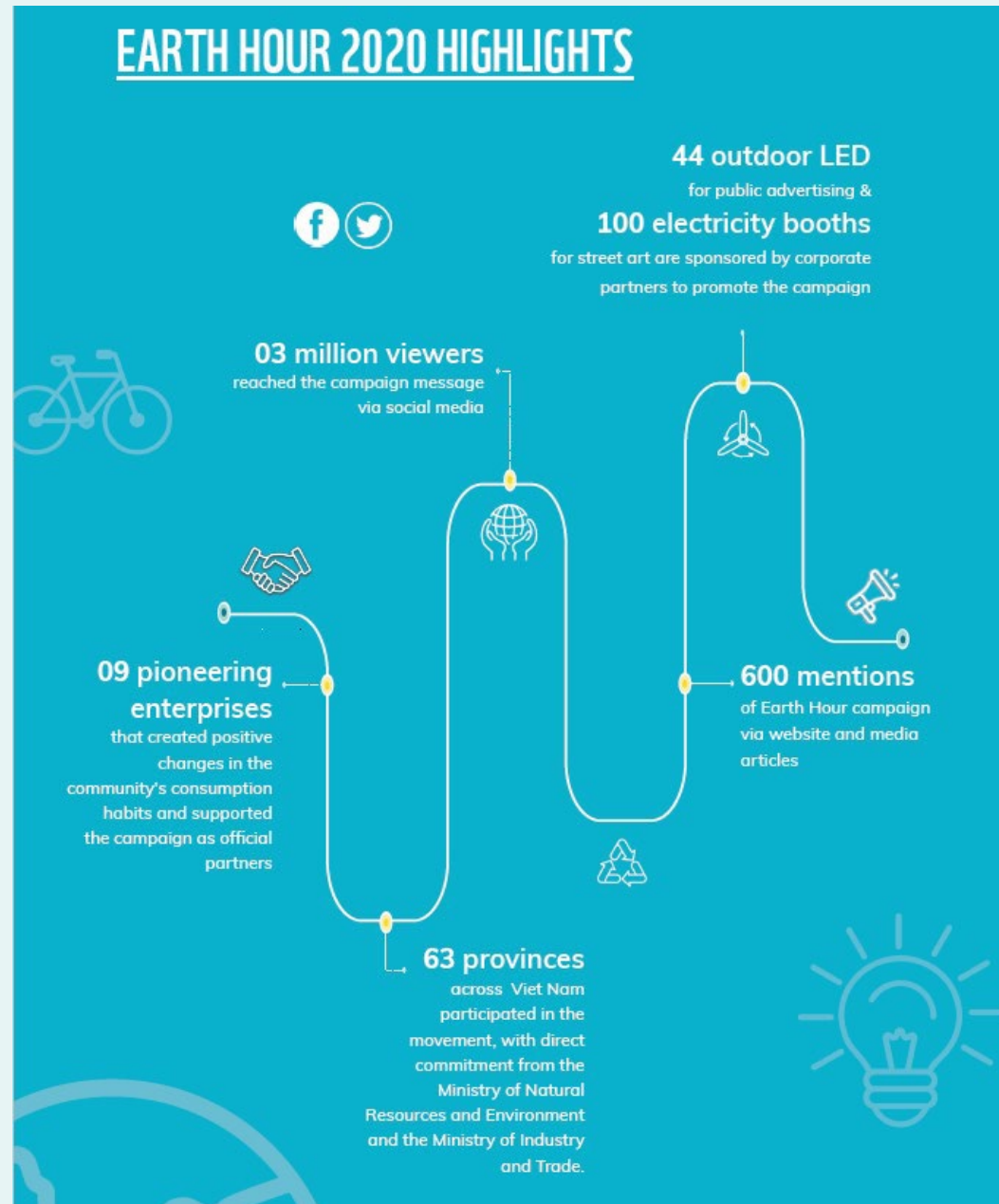
Earth Hour 2020

EH 2020 in Viet Nam called for a change in consumption behaviors to mitigate our impacts on ecosystems, particularly in three areas that currently have the greatest environmental impact: energy, plastic waste and wildlife.

Key message: ***Let's change our consumption behaviors for a healthy ecosystem.***

Activities:

- Policy advocacy
- Inspiring corporates
- Communicating, educating and advocating for behavior change for the Public



EARTH HOUR 2020



VINCOM



THE COFFEE HOUSE



AEON MALL



the Garden Shopping Center

44 LED SCREENS

for public advertising, supported by corporates in shopping malls and shopping stores.

Main KV



Sub-KVs



DIVERSE CHANNELS

highlighted the key visuals and key message of the campaigns: official fanpages, satellite channels, website, newsletter, and screens in offices, phone application, e-wallet.



100 ELECTRICITY BOOTHS

in Hanoi old quarter for EH2020's awareness raising Street art, supported by Viet Nam Electricity Company (EVN)

The logo features the number '60' in a large, blue, textured font with a plus sign to its right. The background of the entire image is a dark space with several curved, overlapping bands of nature imagery: a green forest, a blue forest, and a view of the Earth from space.

EARTH
HOUR

EARTH HOUR VIET NAM 2021

RACE TO ZERO - BE A HERO

**WE NEED TO HOLD OURSELVES ACCOUNTABLE
FOR THE EFFECTS OF CLIMATE CHANGE AND
REDUCE OUR ENERGY AND SINGLE USE
PLASTIC CONSUMPTION**

**WE NEED NATURE BASED SOLUTIONS FOR A
SUSTAINABLE BUSINESS FUTURE!**

**An effective response to this crisis requires a
global systemic change**

Goals

- ❖ Land an exciting and thought-provoking goings-on for people in Vietnam to “get-in-touch” with Earth Hour.
- ❖ Emphasize the critical role of nature in a healthy future and stimulate sustainable actions, transformations in daily life habits.
- ❖ Kick start a momentum on social media for society to roll around Earth hour’s environmental themes, so people can still join in “together” but not

Strategic Partners

- ❖ Ministry of Natural Resources & Environment (MONRE)
- ❖ Ministry of Industry & Trade (MOIT)
- ❖ Mitigating Marine Plastic Debris in Viet Nam Project (BMU Project)

60+ Main Activities

EARTH
HOUR



TẮT ĐÈN

Nhắc nhở bạn bè và gia đình tắt đèn và các thiết bị điện không cần thiết trong và sau Giờ Trái Đất.



MẠNG XÃ HỘI

Thay đổi diện mạo trang Facebook của bạn bằng khung hình đại diện và banner của Giờ Trái Đất. Nhấn like, chia sẻ và theo dõi [fanpage của WWF-Việt Nam](#) để cập nhật những tin tức mới nhất từ Giờ Trái Đất 2021.



THAM GIA SỰ KIỆN TRỰC TUYẾN - TIÊU ĐIỂM GIỜ TRÁI ĐẤT

Tham gia Sự kiện trực tuyến - Tiêu điểm Giờ Trái Đất 2021 để cùng lan tỏa thông điệp trên Internet vào ngày 27 tháng 3. Nhấn vào đây để tìm hiểu thêm về sự kiện toàn cầu này (COMING SOON).



CHINH PHỤC THỬ THÁCH 30 NGÀY

Theo dõi trang [Facebook của WWF-Việt Nam](#) để cùng cộng đồng chinh phục thử thách 30 ngày của Giờ Trái Đất 2021.



ĐÓN XEM CHƯƠNG TRÌNH

Đón xem chương trình Giờ Trái Đất của chúng tôi phát sóng trên kênh VTV từ lúc 8.00-9.00 tối ngày 27 tháng 3 để hiểu thêm về các vấn đề môi trường nóng nhất hiện nay tại Việt Nam và trên thế giới, và biết mình có thể làm gì để môi trường sống xung quanh bạn và của cả hành tinh này tốt đẹp hơn (COMING SOON).

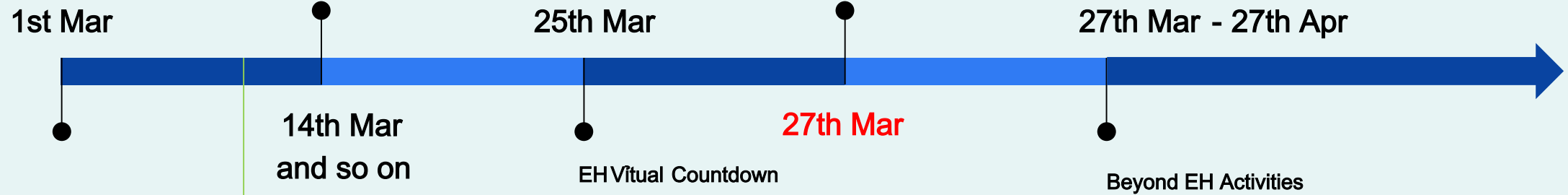
Milestones



Communications Kick-off
Social Media kick-off
Press release
Brand exposure to all partners on materials
Kick-off communications on partners' channels & digital platforms
30-day challenge

Earth Hour

VTV Talk show



13th Mar
onward

Partnerships confirmed

Active Pillars

Government

- Advocate transformation in Corporations and Government to achieve National Distribution Commitment (NDC) and active participation in regional and global agreements.
- PPCs to commit to actions and pledge/speak up for nature.

Private Sectors

- EH2021 Heroes Program.
- Beyond Earth Hour initiatives.
 - Climate change & Energy
 - Plastic

Public

- Speak up for Nature – Join Voice for the Planet. Celeb + KOL speak up or perform on their own or linking message to their productions. Be a Hero for nature-transform in their daily life.
- Share inspiring stories on social media.

60+

EARTH
HOUR



COMMUNICATIONS CAMPAIGN

TARGET



10+ KOLs
engagement



2 million reach
on social media



100.000+
engagement in
digital campaign



2000 turns of
joining mini-
games



10+ display Ads
screens




30+ media
partners



10.000
engagement of
30-day
challenge

PLATFORMS

Upload and share EH21 assets/content package.
Attract the public engagement by challenges and online activities



SOCIAL MEDIA & WEBSITES	<ul style="list-style-type: none">• Interactive activities• Educational contents• Information posts
PRESS & MEDIA	<ul style="list-style-type: none">• Press release
DIGITAL PLATFORMS	<ul style="list-style-type: none">• Earth Hour exposures
PARTNERS' CHANNELS	<ul style="list-style-type: none">• Share and Adapt contents from Earth Hour page/fanpage
TV	<ul style="list-style-type: none">• Talk show aired on VTV

VTV Talk show



- **Time (est.): 20:00-21:00, 27th March 2021**
- **Channel: VTV**
- **Panelists:**
 - Ministry of Nature Resources & Environment (MONRE)
 - Ministry of Industry and Trade (MOIT)
 - UK Embassy
 - WWF - Viet Nam
- **Goals**
 - Raise awareness of public sector about environment issues, encourage individuals to transform their daily habits.
 - Inspire private sectors in taking actions in operation transformation and joining coalitions beyond Earth Hour.



MONRE & MOIT

Target audience:

- PPCs, local sectors in provinces
- Public audience

Communications activities

- Send out official dispatch to provinces and private sectors to engage more online activities in EH21 this year.
- Sharing and Posting EH21 messages and contents on MONRE & MOIT's earned channels.



Partners' channels



Communications channels of partners, including Universities, CSOs, Businesses, etc.

Advertising Screens

SỐ LIỆU THỊ TRƯỜNG THỰC TẾ
Số liệu Adsender
45.000.000
Lượt khách hàng đi xe Taxi mỗi tháng

48%	56%	>5%	>70%
Thu nhập khá + cao	Từ 18-35 tuổi	Tỉ lệ chuyển đổi	Lượt xem/Hiện thị

IN-CAR DIGITAL DISPLAY ADS
Win taxi passengers with 1 click

GET IT ON Google Play Available on the App Store

Websites - Fanpages

CUỘC SỐNG KHÔNG TÚI NILON
#daretogogreen #noplasticwaste #khongtuinton

Giảm Rác Nhựa
@giamrachu - Environmental Conservation Organization

Send Message

Home About Videos Photos More

Like

Internal communications

- Newsletters
- Email



EARTH
HOUR

Beyond Earth Hour



UNFCCC

Race to Zero

- [Website](#)

VCEL

Vietnam Corporate
Energy Leaders

- [Website](#)

VCCA

Vietnam Coalition for
Climate Action

- [Brochure](#)

Mitigating Marine Plastic Debris in Viet Nam

Approved on July 02, 2020, by the Minister of
Natural Resources and Environment

- [Website](#)

NPAP

Vietnam National Plastic Action
Partnership

- [Brochure](#)

**BECOMING
EARTH HOUR 2021
PARTNERS**



**EARTH
HOUR**

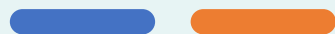
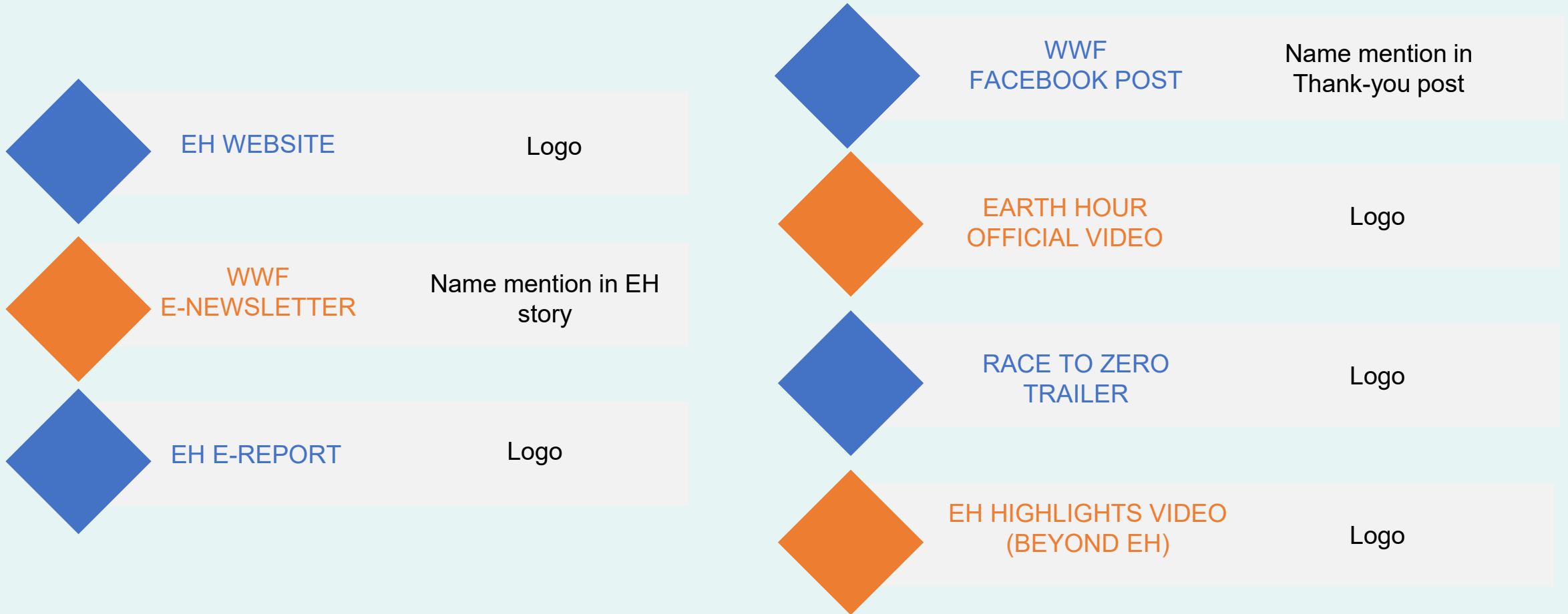


Roles of Partner

Partners can support WWF by becoming a Messenger to help spread the Earth Hours message. In particular:

- Appoint focal point to work and keep track with the work during the partnership
- Support WWF's Earth Hour 2021 spread the visuals and message of the campaign via your communications channels within the agreed period of time.
- Integrate the Earth Hour 2021 campaign into your communications campaign (If possible)
- Provide needed materials (logo, trademarks,...) for WWF team to promote the partnership during EH2021

PR & Communications Acknowledgement



Next Steps





JOIN EARTH HOUR 2021

For more details & corporate engagement opportunities, please contact:

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