EARTH HOUR 2020

Let's change our consumption habit for a healthy eco-system

vietnam.panda.org
MISSION OF EARTH HOUR 2020

EARTH HOUR 2020 AIMS TO

- INFLUENCE POLICY MAKERS
- INSPIRE CORPORATES AND INDIVIDUALS
- HALT ILLEGAL AND EGOTISTIC CONSUMPTIONS THAT ARE HARMING OUR PLANET AND OUR LIVES

WE KNOW THAT WE DO NOT HAVE MUCH TIME LEFT

Biodiversity is the network of lives that nourishes us all. However, biodiversity loss and environmental degradation are happening quickly without precedent. Scientists believe that the unprecedented increasing consumption of 7.6 billion people on Earth leads to an increase in demand for energy, land, and water. This seriously damages our planet in the form of unstable climate, depleted rivers, barren lands, and empty forests.

For the first time in Earth’s history, one and only one species - Human beings - can exert such powerful impacts on the planet.

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WE BELIEVE IN THE POWER OF INDIVIDUALS

Each individual should promote nature-friendly consumptions by:

- Consuming energy in a sustainable way
- Abstaining from illegal consumption of productions from wild animals
- Abstaining from consumption of plastic if it is unnecessary

Together, we can reverse the terrible impacts caused by human beings on the Earth.
We have implemented the Law on energy efficiency and energy saving. We have included policies in the Law on Forest Protection and Development, the Law on Biodiversity, and the Law on Environmental Protection.

We need to promote a movement to change the behaviors and mindsets of people from all walks of life.

We once again affirm that our Party and State are prioritizing the development and implementation of mechanisms and policies towards the efficient use of energy as well as renewable energy development.
From my perspective, we have to focus more on saving energy. We can do this together but we have to do this all together.

I call upon everybody to use electricity efficiently and prioritize sustainable energy, restricting the use of single-use plastics and saying NO to products from wild animals.
KEY OPINION LEADER
– LIFESTYLE INFLUENCER CHAU BUI

Let’s change our consumption behaviors for a healthy ecosystem.

READERS’ COMMENTS

- Pham Nhat Huong

I usually bring my own basket to the market and my catchphrase is “No plastic bag, please.” I often wash plastic bags to reuse them later.

- Hung Thinh

Plant more trees to develop forests. For instance, the model of community forest is getting good results in many provinces. At the same time, it is necessary to apply severe punishments for committing or abetting forestry crimes like destroying, hunting, and trading forest products (timber, wild animals and plants).

KEY OPINION LEADER
– MODEL TRAN QUANG DAI

Let’s stop thinking about great things, and start from the simple and small acts that are important to the ecosystem around us, such as switching off the lights when not in use, using fabric bags when shopping, always bringing your own water bottles, sorting garbage daily, etc. Those things seem to be small, but if millions of individuals join hands, we will surely create wonderful changes to the Earth.
Earth Hour’s key messages were delivered in 100 electric boxes in Hoan Kiem district - the center of Hanoi.
EARTH HOUR JOURNEY

1.2 29.2 18.3 26.3 6.4

- POLICY ADVOCACY
- MASS COMMUNICATIONS

CONNECTING BUSINESS

1.3 18.3 26.3 30.4

09 pioneering companies that are capable of making positive changes towards the consumption habit of the community

STREET ART

1.3 1.4 1.5 31.5

Painting Earth Hour 2020’s messages on 100 electric boxes around Hoan Kiem lake

MASS COMMUNICATIONS

MESSAGE:
LET’S CHANGE OUR CONSUMPTION BEHAVIORS FOR A HEALTHY ECOSYSTEM

12.3 18.3 22.3 26.3 6.4

- The press
- Public advertising (elevators, outdoor billboards, …)
- Celebrities
- Talk show on VTV1

DIGITAL COMMUNICATIONS

Facebook advertising

12.3 18.3 22.3 26.3 6.4

- Present KV
- Celebrities
- Digital campaign: Wildlife
- Digital campaign: Plastic
- Digital campaign: Energy
- Talk show on VTV1
- Behavior-change Guidelines

OFFLINE COMMUNICATIONS

12.3 18.3 22.3 26.3 6.4

Public advertising (elevators, outdoor billboards, …)
Ministry of Natural Resources and Environment and Ministry of Industry and Trade has made a commitment to act and call for participation of all citizens and 63 provinces.

An inspirational 60-minute talk show was aired on national television VTV1 with the participation of policy makers, scientists, international and national organizations, businesses, schools, and key opinion leaders (KOLs).

The Ministry of Culture, Sports, and Tourism has called for provincial departments across the country to respond to the Earth Hour Campaign.

Millions of television viewers were made aware of the messages through various programs, such as reportage on VTV1, VTV2, VTC14, Viet Nam News Agency, People's Television, weather forecast programs on VTV1 broadcasting the Earth Hour Campaign 2020's messages for 14 consecutive days, a short introduction clip of Earth Hour 2020 on VTV1, VTV2 before and on March 28, etc.

The Earth Hour Campaign's messages and KVs were shown on 44 outdoor LED screens in buildings and shopping malls.

100 electric boxes in Hoan Kiem district, Hanoi delivered Earth Hour's messages.

9 pioneering enterprises that can create positive changes in the community's consumption habits participated in and supported the campaign.

The messages were spread to nearly 3 million viewers via social media.

More than 600 articles mentioned Earth Hour.

The Earth Hour campaign's messages were disseminated via the Facebook accounts of 13 KOLs – supporting artists.

EARTH HOUR 2020 HIGHLIGHTS

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EARTH HOUR 2020

SUPPORTED BY MINISTRY OF INDUSTRY AND TRADE AND MINISTRY OF NATURAL RESOURCES AND ENVIRONMENT

ACCOMPANIED BY CORPORATES THAT ARE WILLING TO CHANGE TOWARDS SUSTAINABLE DEVELOPMENT