

2021 EARTH HOUR LIVE

Overview

Earth Hour has always been for everyone. Every year, the hour of no power turns individuals into a million-strong community of people raising their voice for nature through the symbolic action of switching off our lights. This year we have decided to do things a little differently, we are celebrating Earth Hour online to allow everyone to participate from the comfort of their own homes. The focus of our campaign this year will be a live broadcast on Saturday, March 27th from 6:30pm to “Lights Out” at 8:30pm featuring a youth segment, a community segment and a segment on the green economy. During the broadcast we will be raising funds through pledges and donations while encouraging the viewing audience to sign up as individual members and corporate supporters as well.

Topics for this year’s broadcast include the following:

- How do young people feel about the environment?
- What Young Environmental Leaders are doing to make a difference
- How the Eco-Schools Program is helping our young people
- The impact of Fossil Fuel Energy Generation on our Community
- Waste Management | Trash Collection | Recycling | Composting
- Solar PV and Battery Storage | What are the benefits? | What will it cost?
- What are the long and short term benefits associated with Electric Vehicles?
- What are Green Loans and who is currently offering them?



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Purpose: To strengthen our connection with nature, inspire environmental action and raise awareness about sustainable living.

Time and Date: 6:30pm - 8:30pm Saturday, March 27th, 2021 (Lights Out from 8:30 - 9:30pm)

How will it benefit the community? The community will benefit from the information we share about nature, sustainability and environmental action during our month-long public awareness campaign. The campaign will launch on March 1st and culminate with a free, family-oriented Earth Hour live broadcast featuring young environmental activists, success stories in the community, tips on sustainable living, threats to our environment and opportunities within our green economy.

How many people will benefit from it? Our Earth Hour Campaign is designed to reach thousands of local residents, business people and children through their schools.

What community need does it address? The need for environmental consciousness and tangible steps that can lead our people down a clear path to sustainable living. We understand that taking drastic measures to reduce our carbon emissions and halt the rapid loss of nature and biodiversity are major issues with global implications that will impact the largest nations to even the smallest island states like ours.

For how many years has your event or activity been held? This will be 14th year for Earth Hour in Bermuda

What results have been achieved? In collaboration with the Corporation of Hamilton, Greenrock first introduced Earth Hour to Bermuda as a public event in 2008. Since then it has grown considerably and evolved into an annual initiative that aims to increase awareness and spark global conversations on sustainability and protecting nature not only to combat the climate crisis but to ensure our own health, happiness, prosperity and survival. In 2018, our annual Earth Hour celebration was successfully transitioned from Hamilton to the west end of the island whilst maintaining relationships with both the Corporation of Hamilton and the Corporation of St. Georges. As a result, for the first time in ten years of celebrating Earth Hour in Bermuda, there were lights out activities island-wide. This was a great achievement in the local history of the initiative, and with your support, we will continue to expand the reach of Earth Hour as a part of our year-round efforts to advocate for sustainable living, environmental action and the protection of nature worldwide.

Funding

Earth Hour is a key fixture in our calendar that helps us raise the funds required to 'go beyond the hour' through our awareness programs and our commitment to remaining at the forefront of public advocacy. As Bermuda's main NGO focusing on climate action, we seek support from the entire community to power our outreach and community-focused programs and maintain our ability to advocate for nature, sustainability and environmental action in Bermuda.

What is the budget for the live event / media campaign?

A detailed projected budget is included for you to review.

What are your organization's plans if total required funds cannot be raised through sponsorship?

Although we are confident in being able to reach our target, the budget is projected and we scale both the event and our media campaign, in particular, in accordance with the funds we raise.

Live Broadcast Schedule

Live Stream on YouTube, Facebook, Greenrock Website | Broadcast Partner Channel 82

6:30pm:	Introduction	7:50pm:	Green Economy Segment
6:35pm:	Youth Segment	8:25pm:	Countdown to Lights Out
7:10pm:	Community Segment	8:30pm:	Lights Out

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Greenrock is a local non-profit organisation (#704) established to engage the community and share solutions for a sustainable Bermuda.

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PROJECTED BUDGET

Pre Production Filming, Photography, Video Editing, Set Design	\$6,000.00
Graphic Design	\$2,250.00
Radio Advertising / Interviews	\$4,500.00
Print Advertising	\$5,000.00
Digital Advertising / Social Media	\$1,000.00
TV Advertising	\$2,000.00
Printing	\$250.00
Live Broadcast, Streaming & Bandwidth	\$5,000.00
Venue Rental Tech Rehearsal, Production Rehearsal, Live Event	\$3,000.00
Production Management & Administration	\$5,000.00
TOTAL	\$34,000.00

PROJECTED REVENUE

Sponsorship Target	\$50,000.00
In-Kind Donations	\$5,000.00
TOTAL	\$55,000.00