



EARTH HOUR

Digital / Virtual Event Guidance

Digital / Virtual Event Guidance

On Saturday, 28 March at 8:30 p.m. local time, Earth Hour, one of the largest global grassroots movements for the environment, will bring people together around the world. In view of the ongoing health crisis as a result of the COVID-19 (coronavirus) outbreak, for the first time ever the UAE will celebrate Earth Hour online – and lots of exciting digital activities are planned.

The decision to go digital this year is in solidarity and support of the UAE community, so that everyone can safely celebrate Earth Hour. The wellbeing and health of our community remains our top priority.

So, why not get involved with our exciting digital lineup of activities – and make the first ever digital Earth Hour an unprecedented and unique event.

Instead of a physical event, you can consider hosting a virtual event, which can be an excellent way of engaging an even wider audience - creating a new and dynamic way of connecting with Earth Hour supporters.

Iconic buildings and monuments are still encouraged to switch off – by turning off their light symbolically for an hour, they will be joining join the Earth Hour movement.

Read on to get more inspiration on how to get involved in digital Earth Hour 2020!

How can you host an online event?



Convert your offline plans to a [Facebook LIVE](#) event

- Host a fun, hour long Earth Hour Live Party - Play verbal games, ask quiz questions (about nature), dress up, giveaway merchandise, (**note - it is best to have one or two of your own staff on the line to kick off the participation and be prepared to ask questions / offer stories if the conversation lulls*)
 - Here is an example from [Earth Hour 2019](#)
 - [Here](#) is an example of a Tough Mudder Facebook live workout session
 - [Here](#) is an example of a live roundtable debate
 - How about a live takeover from an adventure influencer / hiker / athlete who is showcasing nature - you will struggle to beat [this one](#)!
 - Or host an hour in the dark and speak to your friends about why nature matters to all of us.
- Run an online [Facebook Watch Party](#) - Stream a set of videos for the community to watch and interact with together
- If you are cancelling an offline event and you had a band booked for example, ask the band to perform in a room and live stream instead. Here is a handy [guide](#).

Connect with your Youtube Subscribers



If conducting a live stream, we recommend hosting your live stream via YouTube, as the live video can then be easily embedded on your website via an iFrame embed.

- Your YouTube account must be in good standing in order to stream live video
- To be able to live stream via the YouTube mobile app, you must have at least 1000 subscribers
- To get the embed code, right click on the live video on Youtube and select “copy embed code”
- If you are having issues embedding the live YouTube video, you can still place a call-to-action on your website that drives to your live video on YouTube.
- Run a [Youtube Video Premier](#): stream a documentary film for the community to watch and interact with together - Our Planet material is perfect for this - here are some suggestions:
 - [How to save our planet](#)
 - [How to save our high seas](#)
 - [How to save our coastal seas](#)
 - [How to save our jungles](#)
 - [How to save our frozen worlds](#)
 - [How to save fresh water flow](#)
 - [How to save our grasslands](#)
 - [The three ages of humans](#)
 - [What is biodiversity?](#)

Engage with your Instagram Followers



Engage with your audience on [Instagram LIVE](#)

- Create live videos with your in-house experts, colleagues and interns.
- Feature a Special Guest EH celebrity or influencer
- Invite brand advocates to [go live with you](#) and allow the audience to ask them questions in the comments.
- Remember to:
 1. Rehearse and prep
 2. Promote your sessions before hand so followers can make the time to tune in.
 3. IG live can only run for a maximum of 1 hour. After the 1 hour lapses, the live will end, and a new live will need to be started.

Other platforms you can explore



Create a live **Spotify EH Playlist** - Plug your earphones in and dance the hour away in the dark.



Tik Tok in the dark - Encourage your community to create some UGC of what they are doing for EH and share the best ones on your channel. Here are [some ideas](#) to get you started



Earth Hour classroom - Conduct an [online zoom class](#) for [youth and students](#) with educational material.



Use [Mural virtual whiteboard](#) to play nature themed games like Pictionary, Hangman etc. or use to create a work of art where everyone drops in their pledge for the planet



Have a great event!