

Date – 07/26/2020

To – Greenpeace

From – Patrick Schaefer

Subject – The Snowball Effect of Melting Sea Ice

Action Required – Complete global support of influencers worldwide

Distribution List – Members of Greenpeace

Ice has long been responsible for regulating the Earth's temperature and ensuring that the oceans stay cool. Without ice absorbing most of the sun's heat, the water absorbs it which causes further ice melt. Unless the world works together to solve this important problem, it may already be too late to save the planet.

Summary of Solution –

Influencers have been an important part in how the world views different political, humane, and most importantly, environmental topics. From the people on billboards to the top celebrities in every country, influencers are heavily involved in our lives – whether we realize it or not. In understanding how important this tool can be, it's also important to understand what they have already done in the past for climate change.

Past Influencer Effects –

Many top celebrities have been speaking out against various topics for a long time, but hardly ever mention climate change. Fortunately, there're still good examples of people who have taken the extra steps to use their influence for good. A very popular youtuber, Mr Beast has planted over 20m trees worldwide. He rallied his following together to accept donations in order to plant trees. 1\$ = 1 tree. The video he posted received over 44 million views and has set a path for environmental awareness for all 44 million people.

Another great few examples of how celebrity endorsements have drastically effected environmental organization efforts is outlined in an article by pepperdinne-graphic. They stress the importance that 9/10 celebrities claim to have a cause, but a true passion is what yields results. Through the efforts of Greenpeace, there is a lot of value to be had from teaching and convincing celebrities to be passionate about the environment.

Another article from ETCanada outlines more of the efforts that celebrities have made in the past and also ties their successfulness to each one. Even if celebrities are not directly endorsing

sea ice melt, a truly passionate organization would encourage people to value all aspects of the environment. Through the resources and knowledge found at Greenpeace, we can have a very bright, environment-focused future ahead of us for generations to come.

Future Goals –

In seeing how much of an impact one youtuber made on people's environmental opinions, imagine if an organization like Greenpeace targeted the top influencers in every country around the world. Not only would Greenpeace's message about sea ice reach a broader audience, these needs are reinforced by the very people who are involved in so many people's lives.

Recommendations –

I strongly urge Greenpeace to reach out to celebrities, politicians, and further advertise the dire need for change. If global sea ice melt doesn't reach a larger audience soon, there won't be people to influence in the next generation at all. Climate change affects people more than can be observed at face value, we just need to show them how important these topics really are.

References –

Reaktion Ice Book

Youtube – Mr. Beast

<https://pepperdine-graphic.com/the-impact-of-celebrity-endorsements-on-environmental-causes-how-much-of-a-difference-do-they-really-make/>

<https://etcanada.com/photos/113288/eco-friendly-stars-who-are-making-a-difference/>