

Group Project – L&S – Promotion of Earth Hour about global citizenship in Hong Kong

Group Leader: Jason Yang 3A (31)

Group Members: Roger Law 3A (20)
Sunny Liang 3A (21)
Isaac Kwong 3A (16)

PART I Guideline and Requirements:

You are a project manager of a non-governmental organization or intergovernmental organization. You are responsible to produce a promotional video to promote global citizenship among Hong Kong students. The promotional video will be broadcast on the social media platforms to attract students to take part in ONE program organized by the non-governmental organizations or intergovernmental organization in Hong Kong.

Content Requirement:

- Introduction of works conducted by a NGO or intergovernmental organization
- Identification of the global issues which the organization intended to solve (e.g. global warming, global poverty)
- Effectiveness of the program in arousing global consciousness
- Suggestion for improvement
- Ways to promote the program to the public
- Use of data (e.g. interview, statistics, etc.)
- Application of concepts (e.g. global citizenship, etc.)

Other Requirement; Video length: 5 minutes to 8 minutes

PART II Research: Resources Searched FROM website

<https://www.earthhour.org/>

https://en.wikipedia.org/wiki/Earth_Hour

https://en.wwfchina.org/en/what_we_do/climate_energy/lclc/earth_hour/

<https://www.earthreminder.com/earth-hour-day/>

PART III Planning: Promotion Video Structure

Self-made
Animation AE
video about 1
minute to
introduce about
Earth Hour

First Scene: “Hello” in different language, Showing that Earth Hour is a Global organization

Second Scene: Showing the ICON of the NGO Earth Hour

Third Scene: At night, everyone open light, using electrical appliance, the powerline behind connect to the power plant which releasing large amount of greenhouse gases cause global warming. Also include other activities produce greenhouse gases. → nature loss & biodiversity

Fourth Scene: Under the leading of Earth Hour, everyone close light and unneeded electrical appliances in every year 23rd, May → No more greenhouses gases is produced. The Earth become comfortable under this situation.

Fifth Scene: Earth hour also promoting us to save and restoring our planet in other ways (planting trees, using public transport instead of private car, turn electrical appliances to “eco friendly mode”, etc.)

Final: Showing Statistics and QUOTE to encourage more people to join

MAIN BODY	First part: Identify the problem our Earth facing now
	Second part: Introduce the Earth Hour and mainly focus on describe how it solve the problems.
	Third part: Using data to point out the effectiveness of the program
	Fourth part: connect the program with global citizenship and promote it to the public in HK
	Final: Give a conclusion and encourage to join the program Earth Hour
Trailer for some appendix and links for more references	

PART IV Discussion and Cooperation with Group: Division of Work

Jason Yang 3A (31)	<ol style="list-style-type: none"> 1. Summarize all the reference links from Group members 2. Discuss and make final decision of the plan of structure of video 3. Making the AE video be the opening of video 4. Writing the <i>Second part: Introduce the Earth Hour and mainly focus on describe how it solve the problems</i> of the MAIN BODY 5. Summarize the speech 6. Video editing (virtual scene construction, color-stabilized video, post-dubbing and subtitles)
Roger Law 3A (20)	<ol style="list-style-type: none"> 1. Write the <i>Third part: Using data to point out the effectiveness of the program</i>
Sunny Liang 3A (21)	<ol style="list-style-type: none"> 1. Writing the <i>Fourth part: connect the program with global citizenship and promote it to the public in HK & Final: Give a conclusion and encourage to join the program Earth Hour</i> of the MAIN BODY
Isaac Kwong 3A (16)	<ol style="list-style-type: none"> 1. Writing the <i>First part: Identify the problem our Earth facing now</i> of the MAIN BODY 2. Checking the grammar and spelling of the whole speech and modify tone.

PART V Process of Group Project

