

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

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Group Members: Roger Law 3A (20)
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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 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 23 rd , 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.

MAIN
BODY

Third part: Using data to point out the effectiveness of the program

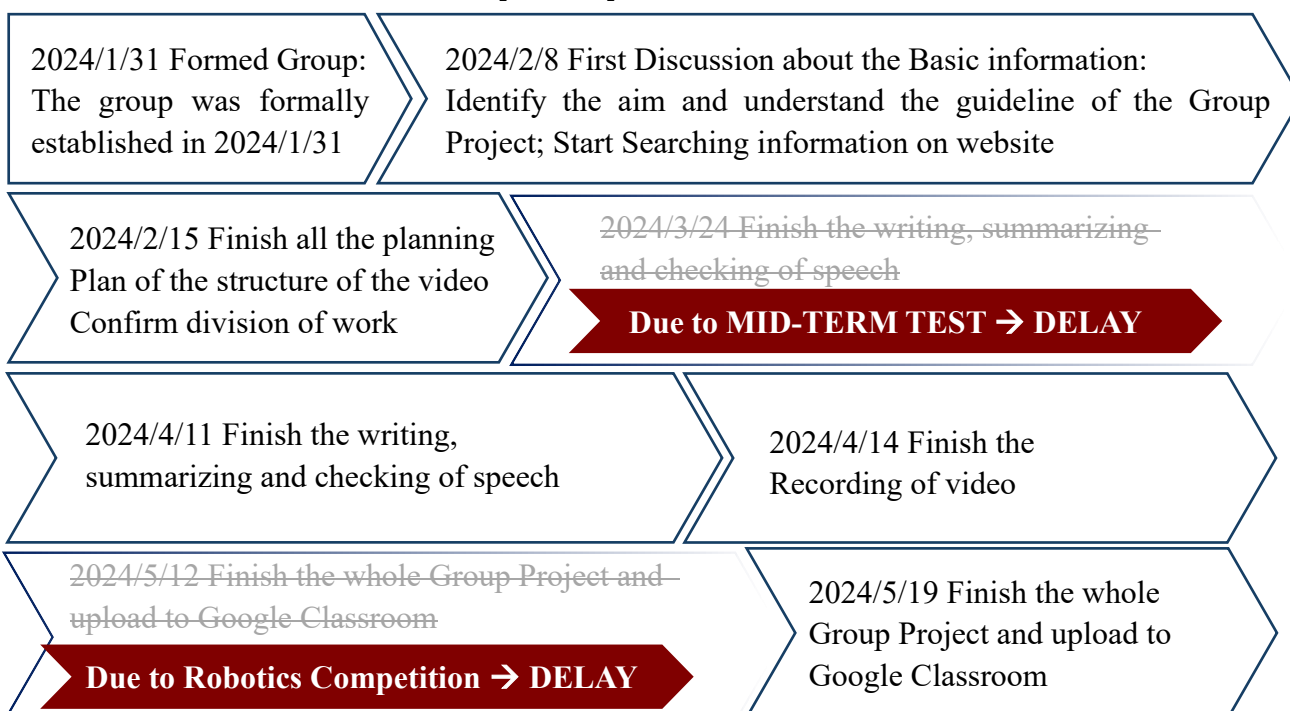
Fourth part: connect the program with global citizenship and promote it to the public in HK

Final: Give a conclusion and encourage to join the program Earth Hour

Trailer for some appendix and links for more references

PART III 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 IV Process of Group Project

PART V Group Project – Speech

1. Introduction and Identify the problems our Earth facing now

Good afternoon everyone! Our planet Earth is facing an unprecedented environmental crisis which needs our urgent attention and collective action.

The rapid and increasing rate of nature loss and biodiversity decline in the past 50 years raises our awareness because of the disruption of the balance of ecosystems that sustain life. This breaks the relationship between us and nature which leads to the emergence of zoonotic diseases and increase the risk of pandemics such as COVID-19.

Furthermore, people carry out the unsustainable food production drive deforestation, soil erosion. This affects the ability to feed the world's growing population sustainably.

Deforestation, pollution and people trapping illegal animal further exacerbate these challenges that threatening the survival of species and our planet's natural resources. Climate change is also fueled by uncontrolled consumption of fossil fuels. It's causing severe weather patterns, rising sea levels and disrupting ecosystems, with serious consequences for humans and wildlife alike.

To address these issues, which need to transition to renewable energy sources, adopt sustainable agricultural practices, combat deforestation and pollution, and restore our harmonious relationship with nature. It's time to act now, for the future of our planet and the well-being of all life on the Earth.

2. Introduce Earth Hour (Basic information of Earth Hour)

Earth Hour is a global environmental movement that began in Sydney, Australia, in 2007. It was established by the World Wide Fund for Nature (WWF) with the aim of raising awareness about climate change and encouraging individuals, communities, and businesses to take action towards a sustainable future. Over these years, Earth Hour has grown into one of the largest public program for changing the environment. More than millions of people that across more than 190 countries and territories join into the program.

3. How Earth Hour Solve the problems our Earth facing now

Earth Hour's global reach and public approach mobilize millions of people worldwide to take action for the environment, fostering a sense of collective responsibility and amplifying the impact of individual efforts. As a global citizen in Hong Kong, you have the power to make a difference and contribute to this worldwide movement.

The annual Lights Off Moment at 23rd March not only for saving the energy for one hour. It also serves as a symbol to raise global awareness about climate change, biodiversity loss, and the need for environmental conservation. It serves as a powerful symbol which attracts public attention and highlights the importance of climate action. It's the responsibility we all share as global citizens. By joining the Lights Off Moment in Hong Kong, you can send a powerful message that the people of Hong Kong care about our planet and are committed to being responsible global citizens.

Earth Hour also setup the Hour Bank platform encourages everyone to pledge an hour of their time to participate in various environmentally-friendly activities, making positive changes to the world. Everyone take personal responsibility for their environmental impact and contribute to the better world shows the global citizenship. As a Hong Kong resident, you can be part of this global program by pledging your time to support environmental protection through the Hour Bank.

Tree planting initiatives to help restore ecosystems, combat deforestation, and enhance biodiversity. It helps solve the issues of nature loss and habitat destruction. Tree planting efforts help reduce carbon dioxide from the atmosphere. Tree planting can help restore and enhance habitats, providing shelter for various plant and species. For instance, Earth Hour lead the public planted 17 million trees in Kazakhstan. It shows the power of actions taken by global citizens. You can join your fellow Hong Kong citizens in this global program and join the tree planting activities in your local community.

Earth Hour also advocating for legislative changes, Earth Hour has contributed to the set up of protection areas for animals, bans on plastic use. Legislative changes driven by Earth Hour have led to the

protection of forests, ecosystems and habitats. This restoring the biodiversity. As a Hong Kong resident, you can make your voice heard by supporting the eco-friendly policies to shows the actions of global citizens.

Earth Hour is encouraging schools, businesses, and local groups join into different environmental programs and using social platforms to spread its message widely. As a Hong Kong resident, you can participate in these programs and help spread the message of environmental protection to your fellows.

4. Conclusion

In conclusion, Earth Hour encourage global citizens to combat climate change and promote sustainable development through our actions. Let's take the responsible of a global citizen through join into the environmental protection programs leading by Earth Hour to make positive change for our planet! Thank you so much for listening to our promotion!

PART VI References List

- ## Only the website with great contribution to the Group Project is recorded
- ## The website that only contribute to the photographs of PowerPoint that is not recorded (mainly search from Bing)
- ## <https://www.statista.com/> provided all the statistics in the Group Project
- ## <https://www.youtube.com/@EarthHour> provided all video inspiration for Group Project
- ## <https://www.youtube.com/watch?v=-rAeqN-Q7x4> The making of Motion Graphics inspired by the video of the intro of September Event 2019 – Apple
- <https://www.earthhour.org/about/the-biggest-hour-for-earth>
- <https://www.earthhour.org/take-part/discover-the-issues>
- <https://globalnation.inquirer.net/229125/earth-hour-2024-denr-urges-public-to-urgently-address-planetary-crisis>
- <https://publish.illinois.edu/globalcurrents/2020/03/26/earth-hour/>
- https://en.wikipedia.org/wiki/Earth_Hour
- <https://globalnation.inquirer.net/229100/jollibee-show-sustained-support-for-earth-hour-2024>
- <https://www.earthhour.org/about/milestones>
- <https://earthhour.wwf.org.hk/en/pledge-list/>
- <https://www.earthhour.org/take-part/engage-your-community>
- <https://latest.earthhour.org/global-action>
- <https://www.worldwildlife.org/pages/earth-hour?LanguageId=1>