

A large, detailed image of the Earth as seen from space, showing the Western Hemisphere with North and South America. The Earth is set against a black background filled with numerous small white stars.

# FALL IN *Love* WITH EARTH

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# BACKGROUND

Currently, the climate change landscape embodies a daunting narrative of the world on the brink of potential collapse and human extinction. The past 9 years have seen a concerning trend as they rank as the warmest in recorded history, further solidifying the reality of climate change.

Between 1998 and 2017, climate-related natural disasters resulted in 1.3 million deaths and 4.4 billion injuries, with the numbers continuing to rise. There is no country that is not experiencing the drastic effects of climate change. However, amidst these alarming trends, there's a glimmer of hope.

Even though it feels like an enormous problem, even the smallest efforts truly count. We can still stop the Earth from getting too hot by working together in a strong effort to change the trajectory of the rising climate.

# OUR STRATEGY

We aim to spark a shift in the next generation's mindset about climate change to climate care by inspiring them to fall in love with the Earth. We protect those we love, and so, must protect the one who loves us most - our home - Planet Earth. Our integrated strategy will focus on "sticky messaging" and meet the next generation where they're at by leveraging their pre-existing habits, knowledge, desires, needs and interests.



## THE BRIEF

1

Influence the information environment surrounding climate change in a positive and optimistic manner

2

Produce an original PR campaign, unlike other climate PR campaigns that have come before.

3

Urge people to take meaningful climate action now, wherever they are.

4

Position UNDP as the leading United Nations organization fighting to end the injustice of poverty, inequality and climate change. Position UNDP as a major thought leader.

## TARGET AUDIENCE

### GEN Z AND MILLENNIALS

Gen-Z are ages: 11-26 and Millennials are ages: 27-42  
Both deeply value mental health

### STRONG DESIRE FOR BELONGING

- Gen Z averages 4.5 hours a day on social media
- Millennials average 3.8 hours a day on Social Media
- 74% of Millennials and Gen-Z use dating apps
- Top Social Platforms: YouTube, Instagram, TikTok

### STRONG DESIRE FOR PURPOSE

- Gen-Z and Millennials are Actively addressing climate change
- 66% of 16 - 25-year-olds suffer from climate anxiety and 45% state that worries about the climate interrupt their daily life.





# APPROACH

## CHALLENGES

### CREATING A CAMPAIGN THAT IS GLOBALLY RELATABLE TO THE NEXT GENERATION

We plan to overcome this challenge by forming our campaign around one of the most basic, universal human needs: belonging and love.

### MOTIVATING PEOPLE TO ACT OUT OF COMPASSION AND HOPE RATHER THAN FEAR.

A research study by Jonah Berger found the emotion of “awe” to be the most motivating/action-producing emotion, even greater than anger and fear. So, we plan on capitalizing the emotions of “awe” and love in our campaign to foster an active love of the Earth in our audience

#### OVERCOMING CLIMATE ANXIETY:

Climate anxiety has produced a state of overwhelm and complacency in the fight against climate change. We will combat this by focusing our campaign on positivity and hope, emphasizing the good that people are doing and how they can continue to develop an active, action-focused love for planet Earth.

#### PEOPLE ARE DISCONNECTED FROM NATURE:

After COVID people have been spending less time outside and more time online, missing out on the beauty and benefits of the Earth. If people don’t feel connected to the Earth then they will remain passive in the climate change movement. We will overcome this challenge by getting our audience outside, reconnecting with nature and focusing on their personal relationship with the planet.

## OBJECTIVES

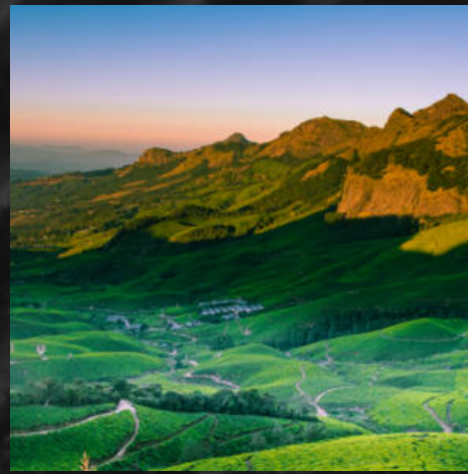
1

CREATE A 30% INCREASE IN GEN-Z AND MILLENNIAL’S LOVE FOR THE EARTH.

2

CREATE A 30% INCREASE IN CLIMATE CONSCIOUS BEHAVIORS AMONG GEN-Z AND MILLENNIALS.





## OPENING FILM: A LOVE LETTER FROM THE EARTH

This opening video to the campaign is a Love Letter from the Earth to all humans. The video will feature breath-taking, awe-inspiring aerial shots of the Earth along with facts about how the Earth has cared for the people who live on it. There will be an emphasis on how being in nature benefits mental health, connecting to a core value in our target audience. The goal of this video is to generate **appreciation** and **awe** of the Earth and what it does for humans among our target audience. The end of the video will direct viewers to the UNDP campaign landing page with an opportunity to submit a love letter to Earth in response.

## CLOSING FILM: A LOVE LETTER TO THE EARTH

This video is designed as a full-circle closing to our campaign and will be humanity's love letter back to Earth. The audio and messaging of this video will come directly from our campaign, featuring a **selection of submitted love letters** to the Earth. The visuals will display videos and imagery from the campaign along with scenes of global celebrations of nature including: Holi (India), Midsummer (Scandonavia), Songkran (Thailand), Dia de los Muertos (Mexico), Inti Raymi (Peru), Obon (Japan)...



Holi



Midsummer

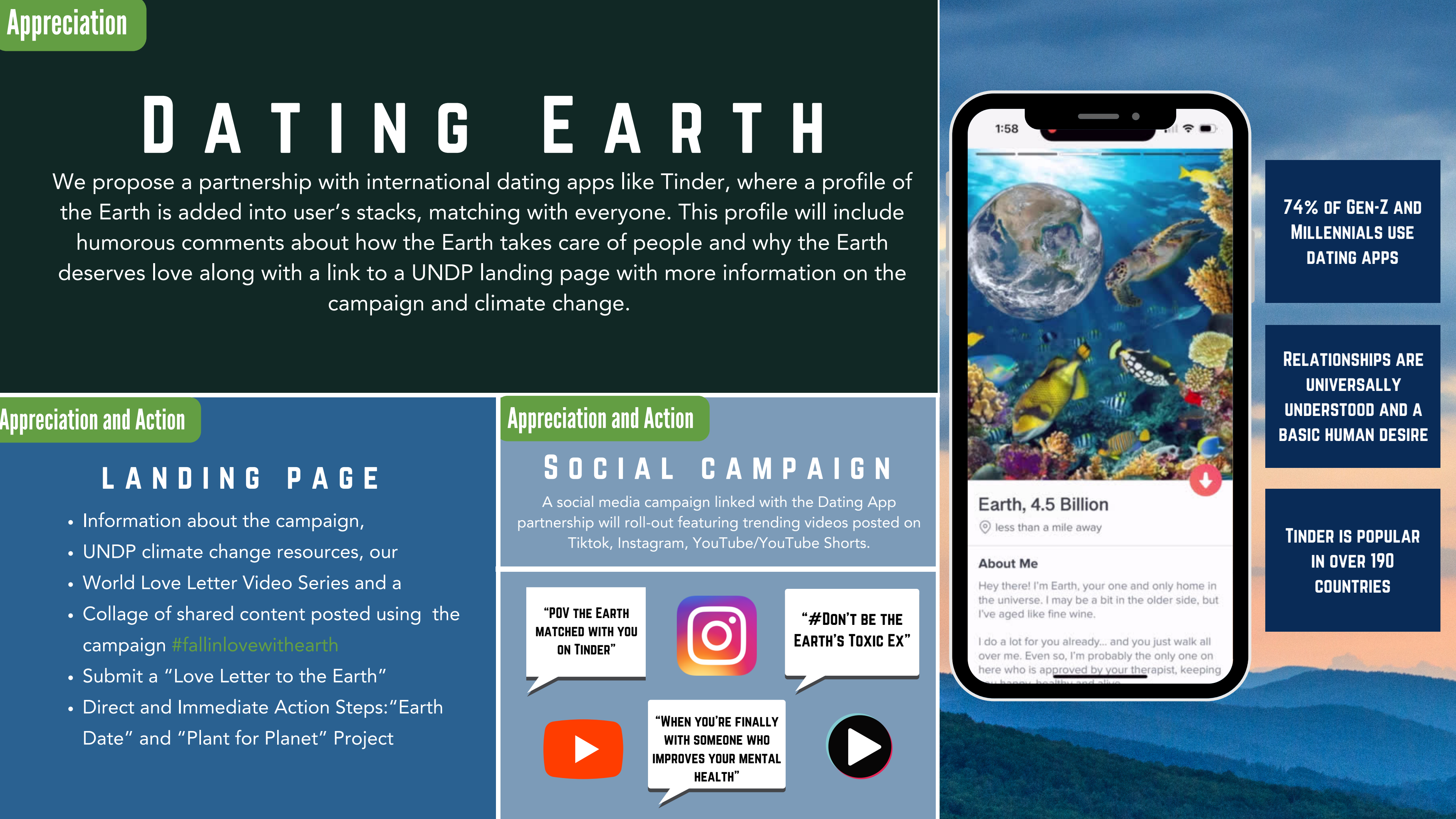


Obon



Dia de los Muertos





# Appreciation

# DATING EARTH

We propose a partnership with international dating apps like Tinder, where a profile of the Earth is added into user’s stacks, matching with everyone. This profile will include humorous comments about how the Earth takes care of people and why the Earth deserves love along with a link to a UNDP landing page with more information on the campaign and climate change.

## Appreciation and Action

### LANDING PAGE

- Information about the campaign,
- UNDP climate change resources, our
- World Love Letter Video Series and a
- Collage of shared content posted using the campaign [#fallinlovewithearth](#)
- Submit a “Love Letter to the Earth”
- Direct and Immediate Action Steps: “Earth Date” and “Plant for Planet” Project

## Appreciation and Action

### SOCIAL CAMPAIGN

A social media campaign linked with the Dating App partnership will roll-out featuring trending videos posted on Tiktok, Instagram, YouTube/YouTube Shorts.

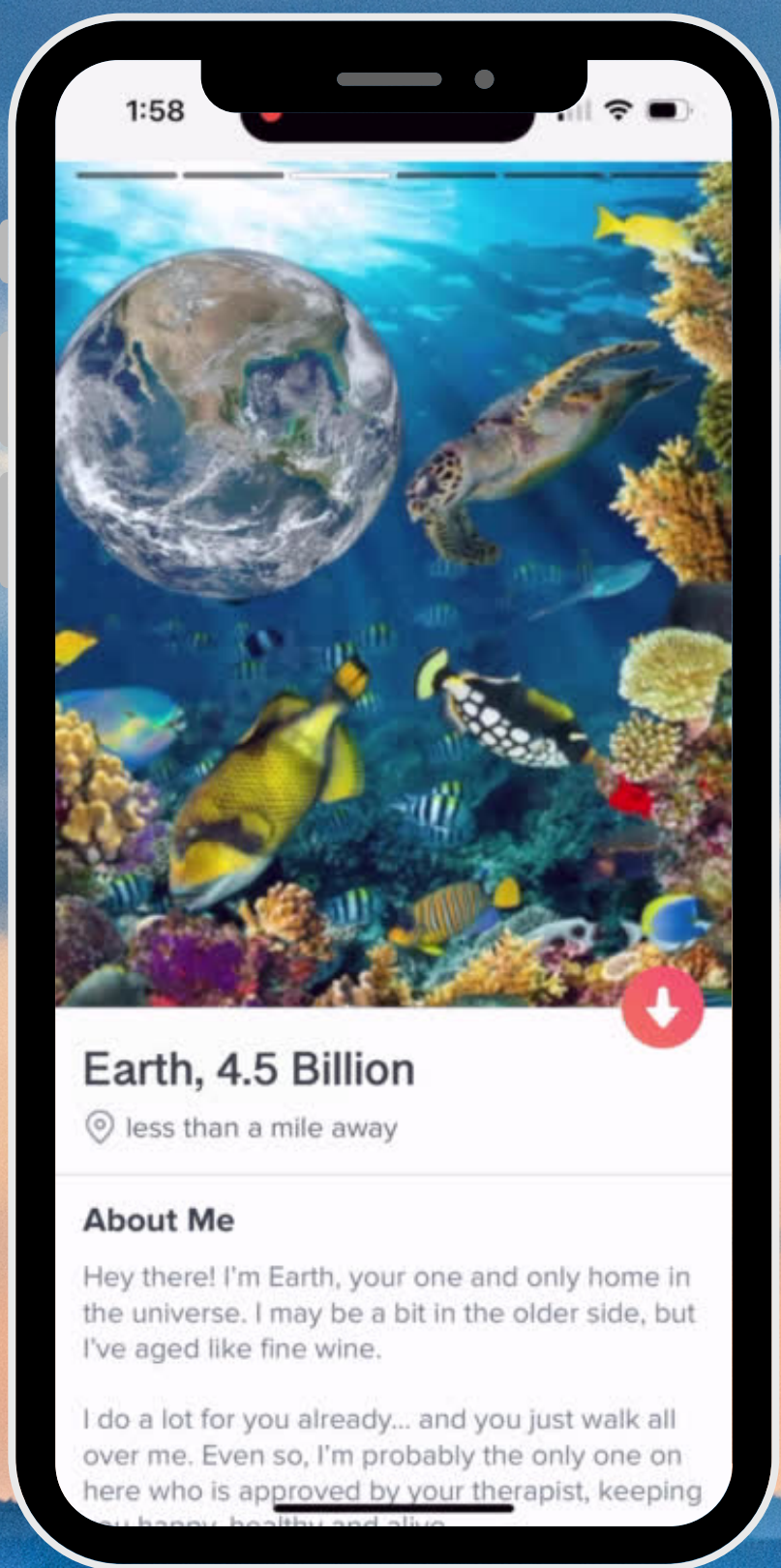
“POV THE EARTH  
MATCHED WITH YOU  
ON TINDER”



“#DON'T BE THE  
EARTH'S TOXIC EX”



“WHEN YOU'RE FINALLY  
WITH SOMEONE WHO  
IMPROVES YOUR MENTAL  
HEALTH”



74% OF GEN-Z AND  
MILLENNIALS USE  
DATING APPS

RELATIONSHIPS ARE  
UNIVERSALLY  
UNDERSTOOD AND A  
BASIC HUMAN DESIRE

TINDER IS POPULAR  
IN OVER 190  
COUNTRIES



# PLANT FOR PLANET PROJECT

## EASY MEANINGFUL ACTION

THIS PROJECT IS A TWIST ON BUYING YOUR DATE FLOWERS. INSTEAD OF PICKING FLOWERS YOU WILL PLANT THEM TO SHOW YOUR LOVE FOR THE EARTH.

THE FLOWERS AND SEEDS FOR THIS PROJECT WILL BE SOURCED FROM ORGANIZATIONS THAT SHIP LOCAL PLANT SPECIES TO THEIR BUYERS.



THIS WILL ENSURE RESPONSIBLE PLANTING AND HELP REHABILITATE THE NATURAL ENVIRONMENT OF VARIOUS, DIVERSE LOCATIONS.



# EARTH DATE

## GET OUTSIDE! GET PERSONAL!

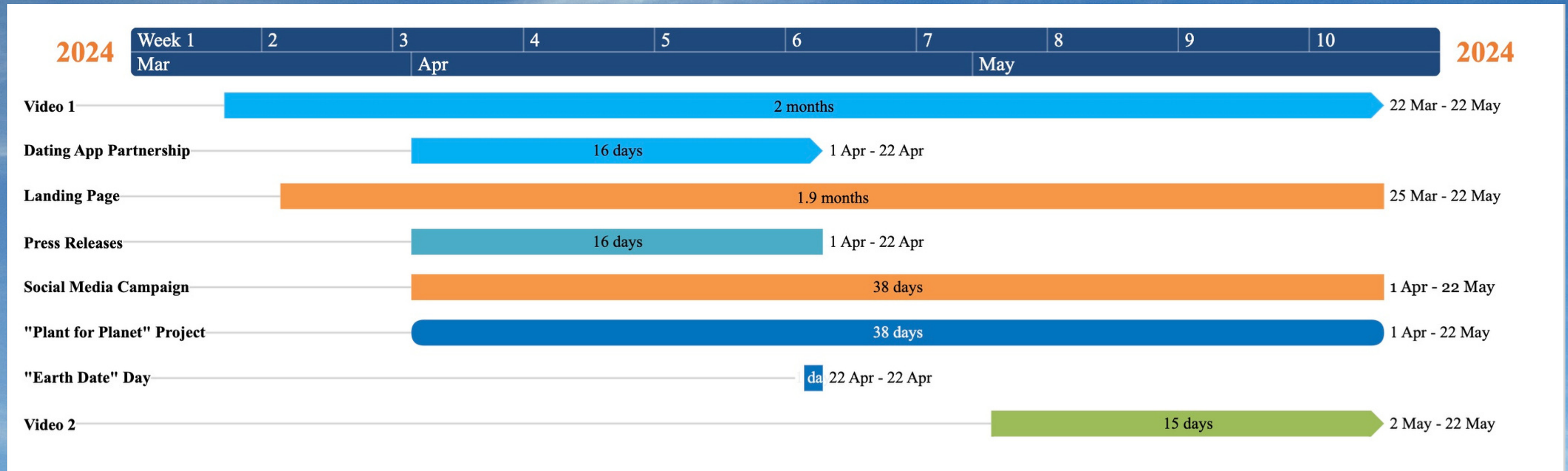
“Take the Earth on a date” by practicing sustainable and environmentally friendly habits.

“Earth Date” will be held on Earth Day, leveraging the pre-existing international focus on the Earth and its environment.

Our landing page and social media accounts will provide ideas on what to do for your “Earth Date” including: gardening, hiking, thrifting, picking up trash, donating to UNDP, using less energy, using eco-friendly transportation methods and making a climate-friendly dinner.



# TIMELINE





# SUCCESS METRICS AND KPI'S



- Number of views, impressions, likes and shares for all UNDP campaign content
- Number of posts using the campaign hashtag #fallinlovewithearth
- Amount of press coverage and media placements for the campaign
- Sentiment tracker

- Number of people going on "Earth Dates"
- Survey of behavior changes
- Number of people participating in the "Plant for Planet" Project
- Number of 'love letters' sent in for the campaign
- Number of people donating to UNDP

- Number hits on UNDP website and campaign landing page
- Follower and engagement increase on UNDP socials
- UNDP Donation increase
- Amount of press/social coverage noting UNDP as a credible thought leader in climate change

# SENIOR OBJECTIVES

- BOOST GEN-Z AND MILLENNIALS' EARTH LOVE BY 30%.**
- Pre and Post survey: questions centered around GEN-Z and Millennials feelings/emotions/connectedness to the Earth on a semantic differential scale.
  - Pre and Post Sentiment tracker focusing on the way people are talking about the Earth online

- GENERATE A 30% INCREASE IN GEN-Z AND MILLENNIALS' CLIMATE-CONSCIOUS BEHAVIORS.**
- Pre and Post survey: questions centered around GEN-Z and Millennials environmentally informed habits/behaviors/actions





# FALL IN *Love* WITH EARTH

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