Communication & Resource Mobilization Update

PB-25: 7-8 Feb 2023
Geneva, Switzerland

GEO Secretariat
N. Panta
Objectives

To inform the programme board on what has been done so far (since October 2022)

Highlight key priorities, including those that require love and care in 2023 and those that will need to wait until 2024

Call for your support: help us to help you
Activities since October 2022

- GEO week 2022 planning and implementation
- Mini social media campaign
- Resource mobilization analysis
- Cultivating potential donor relationships at Climate and Biodiversity COPs
- Ongoing comms support to the community
- Concept and planning for the 2023 Ministerial
- Concept for global campaign
Mid-term evaluation recommendations

Key recommendations

• Improve internal communication and coordination on sharing information
• Improve engagement with GEO members and participating organizations
• Increase GEO’s visibility and brand recognition by formulating and communicating its value proposition
• Develop a targeted approach to address partnerships with companies of different sizes, sectors and geographies to mobilize resources for the Work Programme
• Implement campaigns to illustrate the value of GEOSEC and increase contributions to the trust fund.
Key priorities for 2023: Communications

- GEO week and Ministerial Summit
- Pitch deck on GEO value proposition & video
- Development of a new external facing website for GEO, including building the technical infrastructure that will underpin an intranet site and hybrid platform for the GEO community
- Global Campaign: 8 billion hugs for the planet. 1 hug = 1USD + 1 follow
- Re-establishing a GEO Comms network
- Responding to the GEO’s community ongoing requests for comms support
Key priorities for 2023: Resource Mobilization

- Finalise and present the Resource Mobilization (RM) Strategy to EXCOM
- Donor mapping and donor profiles for top 3 innovative projects
- Develop RM toolkit to support GEO Work Programme on the development of RM plans
- Coach GEO WP in the development of RM plans
Love and care in 2024

- Development of the intranet and hybrid platform for improved internal communication
- Development and implementation of dedicated processes for improved internal communication and increased visibility
- Development of a brand book, including brand guidelines and a writing style guide for the GEO community
- Dissemination of the above listed tools and processes through trainings
- Organization and implementation of strategic communication and RM trainings
Help us to help you

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<tr>
<td>Identify</td>
<td>communication focal points in your organization and share their</td>
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<td>contact details with GEOSEC</td>
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<td>Ensure</td>
<td>high level participation for the Ministerial Summit and</td>
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<td>facilitate introductions/access to celebrities</td>
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<td>Facilitate</td>
<td>access to/share powerful images, facts and impact stories</td>
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<td>Deliver</td>
<td>on social media – we need your followers</td>
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<td>Get involved</td>
<td>in GEO’s first global campaign.</td>
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Global Campaign
8 billion hugs for the planet

[ 1 hug = $1 + 1 follow ]
This is an initial concept for the GEO global campaign. It presents what we want to do, how and why.
Why this campaign?

Making our brand visible worldwide will allow us to mobilise political and financial resources for GEO’s mission for people, planet and nature.
Objectives

1. **Increase visibility** to drive global awareness and recognition of GEO

2. **Raise funds** for GEO programs from the general public worldwide

3. **Raise funds and engage institutional donors** from the private and public sectors for GEO programmes
What do we want

A campaign that brings kindness, unity and trust, instead of fear.

A campaign that promotes complex but effective programs that aim for sustainable change. Like those we have in the GEO work programme.

No fear.
No token gestures.
Perhaps everyone has experienced a moment of deep connection to the Earth and nature at least once.

A moment when we are just observing, embraced by the Earth's beauty and power.
Just imagine 8,000,000,000 moments like that. All over the globe. In roaring cities and distant villages. Whatever language we speak. However different we are. Humans are more united than we tend to think. Let's make this unity seen.
8,000,000,000 hugs
for the planet to show the real power of unity and action. GEO will collect these hugs for our planet-saving programmes and initiatives that make real change and influence the life of every single person on Earth.
How it would work

Eight Billion Hugs Platform
A global website presenting the initiative, programmes, partners and ways to donate.

Friend of Eight Billion
A partner of the initiative. Can focus on fundraising for a specific programme.

Voice of Eight Billion
A celebrity and influencer helping to spread the word and fundraise.

1 hug = $1 + 1 follow

Our goal is to raise the $8 billion for GEO’s programmes for the planet.
How people can participate

Donate $1 or more on behalf of those who cannot donate, but suffer the most from environmental challenges.

On the Platform's website, people can donate in a couple of ways. Each option offers also to follow the GEO social media pages.

In each option a person can choose a specific programme they want to support.

Set up regular donation of $1 or more to the GEO programme of your choice.

Start a fundraiser and invite your audience to join.

Donate $1 or more to the GEO programme of your choice.
In many places on Earth, sun is NO FUN.

Lots of concrete and few plants create Urban Heat Islands, which can be +20C hotter than greener areas. Using data, we identify these spots globally and help governments address the issue.

Heat kills. Help us cool our cities.
GEO Global Integrated Heat&Health Service

How we package GEO programmes

Each programme will have:

- Moto. The mission of the program.
- Name.
- 1' video explainer.
- Intro-fact. A fact that takes you in.
- Link to the page of the programme.
Channels & Tools

Social media

Place-specific offline

Limited edition products & services

Digital events

National campaigns
Friends of Eight Billion. Why partner with GEO?

49% of big brands are developing new climate-friendly products or services. Partnering with GEO may support these products' launch or promotion.

The brand commits to donate a part of the earnings to the Eight Billion Hugs Platform. E.g., by giving $1 from each purchase of a product or service, which could be a limited edition product or service.

**Credibility**

Being associated with GEO's brand can add credibility to companies' and foundations' who are producing sustainable goods and services.

**Fresh name**

GEO is unknown to most consumers. It has no negative stories from the past and offers a different opportunity compared to the big names.

**Long-term ambition**

Choosing GEO shows customers that the brand is really looking for sustainable solutions not just ticking CSR boxes.
Friends of Eight Billion. 
SaaS Example

Software as a Service businesses is not yet at the forefront of global social initiatives.

Seen as progressive and creating change, they are less likely to be accused of greenwashing. However, having mostly Gen Y and Gen Z audiences, they need to be constantly proving their social responsibility.

We work with data, they work with data. A partnership would be seen as logical.

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Spotify

We laugh, dance, move, create, cry, hug, love and get inspiration from music. Music is one of the best things on this planet, uniting us in being real humans. This is the time for it to unite us in action to save our common home — planet Earth.

Subscribe to this special playlist we created as a #FriendOfEightBillion initiative, helping to raise funds for planet-saving programs. Each subscription gives 1$ to the initiative while you enjoy a playlist inspired by the beauty of planet Earth. Visit Spotify’s website and check out the page Friend of Eight Billion to learn and do more.

View all 293 comments
Payment systems and apps are probably some of the most widespread brands in the world. This is why they are so well suited to social initiatives—anyone can help while just paying the groceries in a supermarket or killing time at the airport's Duty Free.

A partnership with GEO could give customers a chance to give Earth a hug—to donate $1—while shopping at partner-networks that are relevant to our audience and goals.

Another way is to join MasterCard Priceless Causes platform and promote GEO there.
GEO Early Flood Prevention Programme brands the TikTok weather filter, offering to use snow, rain, hurricane etc.

Each time the filter is being used, TikTok donates $1 to GEO 8 Billion Hugs, helping to collect $1M for the programme.
Voices of Eight Billion

Eight billion people look, feel or speak not the same. We break the 'golden standard' of inviting top-level western celebrities. Our initiative's voices are multiple and diverse, authentic and real, just like people of the world are.

We invite influencers who have values that resonate with ours. In collaboration with them, we co-create the content, events, and other communications materials. Different for different regions and audiences, they are the faithful voices helping to deliver our message.

Along with the top-tier influencers, the micro influencers are welcomed to join our effort. For this, we offer the toolkit and playbook for starting their own fundraisers.

Rupi Kaur
Poet, artist & performer
https://rupikaur.com
Timing & Major Milestones

2023: Fundraising for the campaign & setting up partnerships

2024: Concept finalization & production

2025: Launch on Earth Day
Coordination & Monitoring

2026: Evaluation & reporting.
How you can help

**Private Sector**
Become a Friend of 8 Billion and support one of the GEO's programme. Show your customers you care about the effective addressing of global eco challenges.

**Member State**
Launch a national awareness and fundraising campaign in your country, supporting the programme, most relevant to you. Be a part of global effort on fighting eco challenges.

**Foundation**
Commit to making donation to support the programme of your choice through one of the participation mechanics, co-created specifically for your organization.

**High Net Worth Individuals**
Help us to raise funds for the campaign and to get in touch with people and organizations that may help to bring it to life. Join for the greater good!

**Celebrities, influencers & youth**
Be the Voice of 8 Billion and mobilise your audience to learn about the Platform and GEO planet-saving programmes. Use your social capital for the highest purpose!

**Media**
Share your network, raise awareness and donate media placement for the Platform. Help us to be visible and heard by various audiences all over the world!
Be part of the solution.

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