

# 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

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- **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



Identify communication focal points in your organization and share their contact details with GEOSEC



Ensure high level participation for the Ministerial Summit and facilitate introductions/access to celebrities



Facilitate access to/share powerful images, facts and impact stories



Deliver on social media – we need your followers



Get involved in GEO's first global campaign.



# Global Campaign

**8 billion hugs for the planet**

[ 1 hug = \$1 + 1 follow ]

What is this presentation?

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This is an **initial concept** for the GEO global campaign. It presents what we want to do, how and why.

Why this campaign?

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

# Objectives

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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

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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.

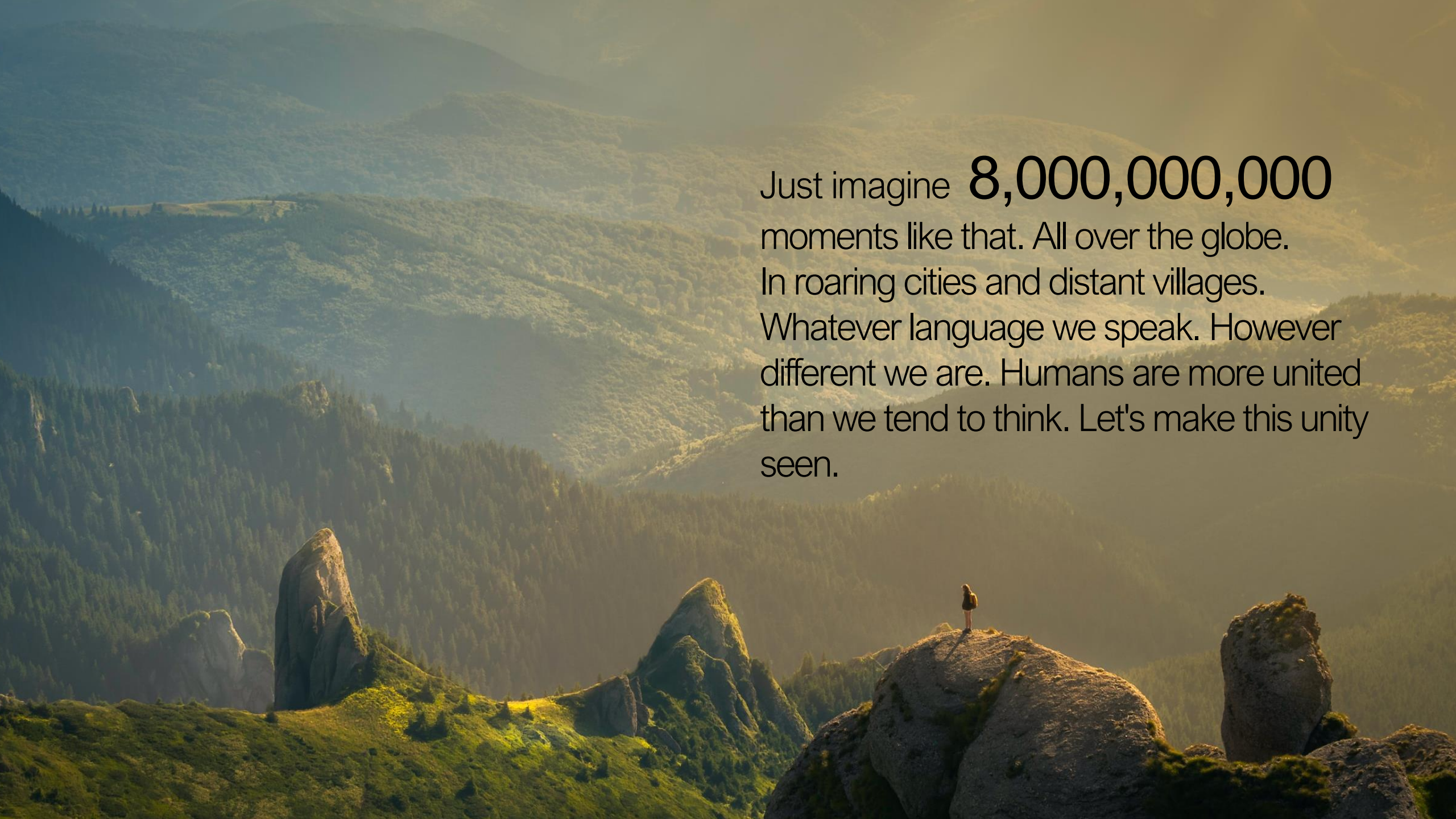
A person with long curly hair, wearing a brown jacket and dark pants, is captured mid-jump over a gap between two large, dark rock formations. The person's arms are outstretched, and their legs are spread wide. The background shows a bright sunset or sunrise sky. The overall mood is one of freedom and overcoming challenges.

No fear.  
No token  
gestures.

A person stands on a grassy hill, silhouetted against a bright sunset. The sun is low on the horizon, casting a warm, golden glow over the landscape. In the background, a range of mountains stretches across the horizon, their peaks softened by the distance. The foreground is a grassy slope, and the overall scene conveys a sense of peace and connection with nature.

**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.

A person is standing on a large, rounded rock formation in the foreground. The landscape is a vast mountain range with rolling hills and valleys covered in dense green forests. The sky is a soft, hazy blue, suggesting a clear day. The overall scene is peaceful and majestic, emphasizing the scale of nature compared to the small human figure.

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.

Big Idea

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# 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

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### 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 to the GEO programme of your choice

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.

# Heat kills. Help us cool our cities.

GEO Global Integrated Heat&Health Service



*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.*

\$1 FOR THE HEAT-CHILLING DATA 

## 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



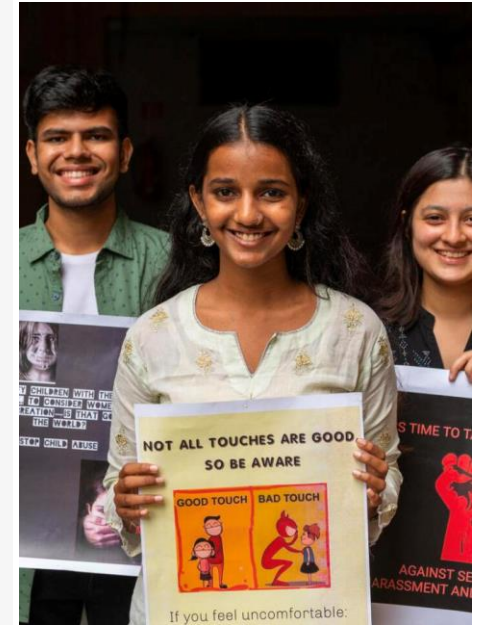
Place-specific offline

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**

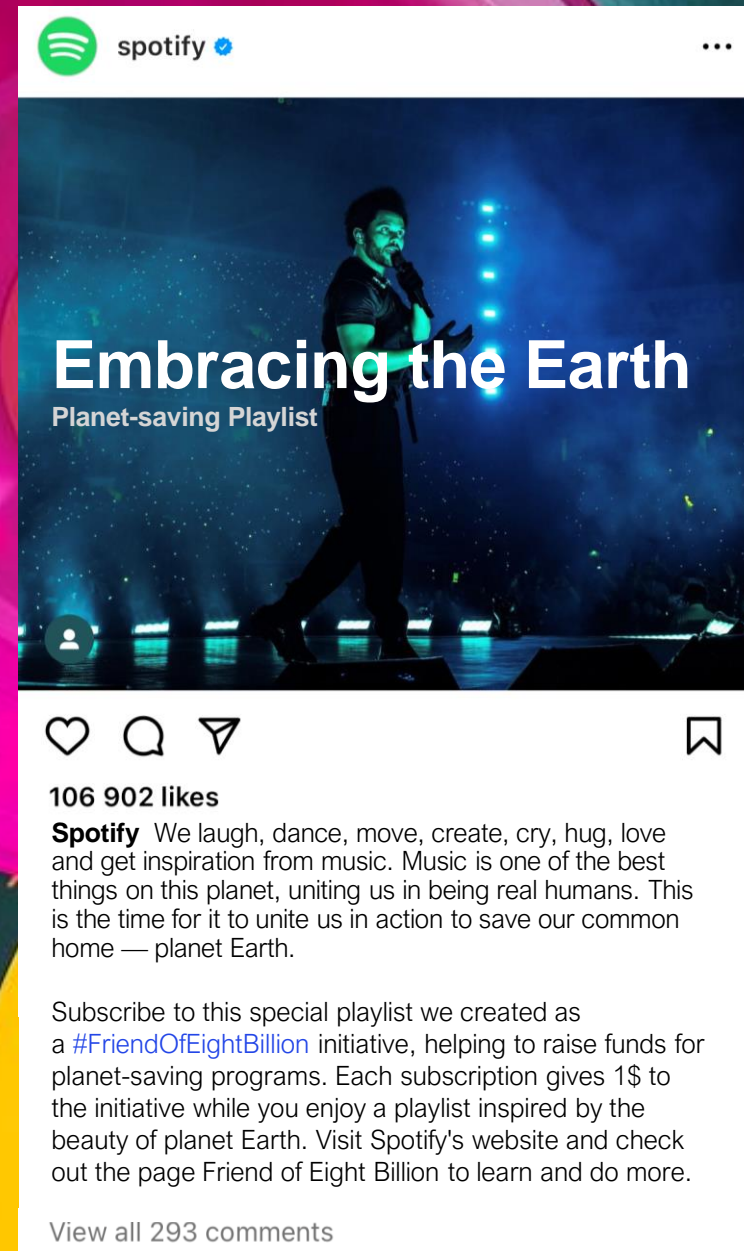
Choosing GEO shows customers that the brand is really looking for sustainable solutions not just ticking CSR boxes.

## 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.



The image shows a screenshot of a Spotify social media post. At the top, the Spotify logo and name are visible. The main image is a performer on stage with the text 'Embracing the Earth' and 'Planet-saving Playlist' overlaid. Below the image are icons for likes, comments, and shares, followed by the text '106 902 likes'. The post body contains a paragraph from Spotify about the initiative and a link to the playlist. At the bottom, there is a link to 'View all 293 comments'.

spotify

### Embracing the Earth

Planet-saving Playlist

106 902 likes

**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.

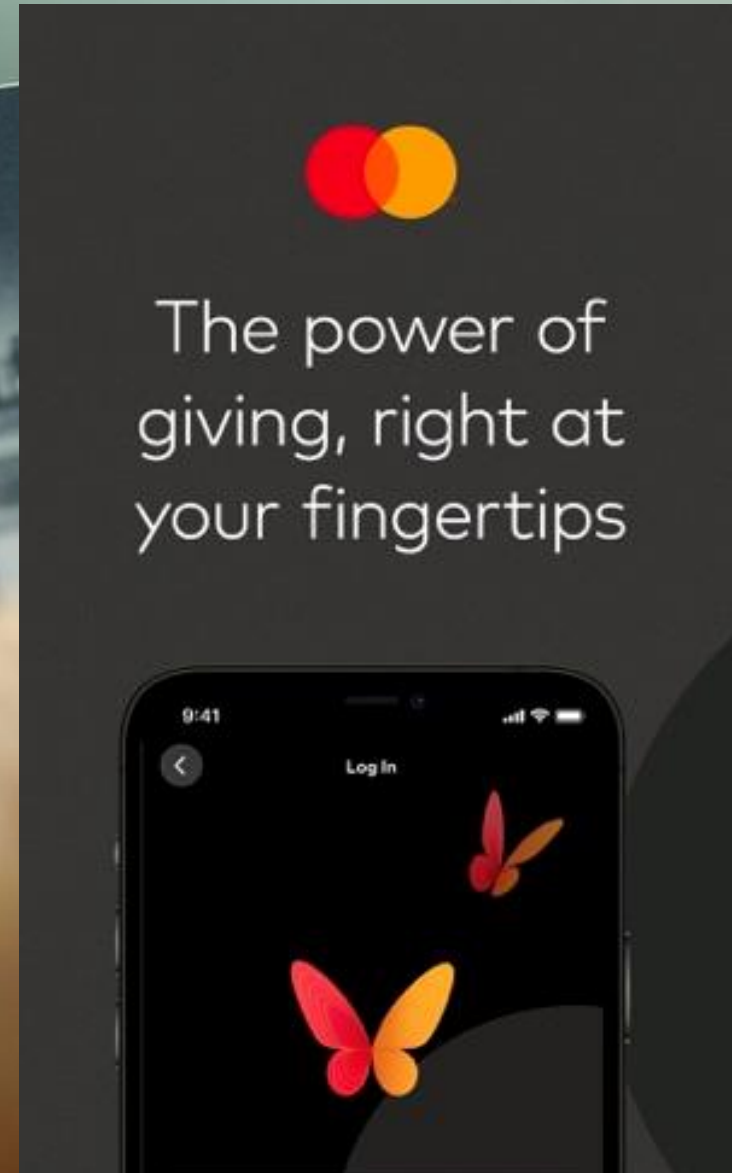
[View all 293 comments](#)

## Friends of Eight Billion. Finance Example

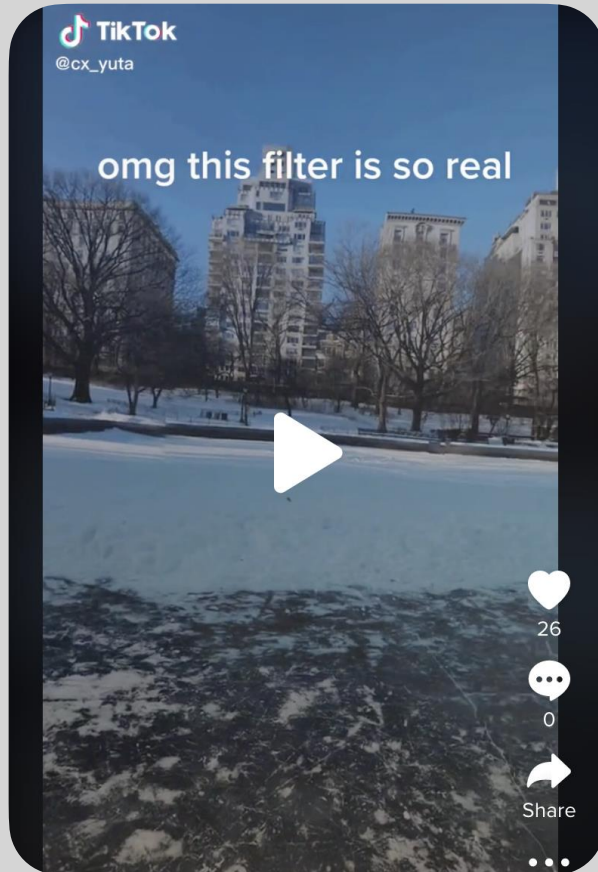
Payment systems and apps are probably some of the most widespread brands in the world. This is why they are so well suited to social initiatives—anyone can help while just paying the groceries in a supermarket or killing time at the airport's Duty Free.

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.



# Corporate donation unlocking mechanisms



**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.



grouponearthobservations



106 902 likes

**GEO** Okay people, now it is time for us all to join some meaningful fun—post that fab pic of yours with a hashtag [#IAmHot](#) and... [L'Oreal Paris](#) will turn each post into \$1 of support to the Heat & Health Programme! The Programme is addressing heat-induced health issues and problems all over the world. You're right, it also works to tackle those heat islands which you probably know where to find in your city. Share this post so more people can join!

Special thanks goes to RuPaul for being an awesome human, loving our mother-Earth and joining the initiative. So proud to have you with us! [#IAmHot](#)

View all 293 comments



## Voices of Eight Billion

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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.



# Timing & Major Milestones



## 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.

### **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!

### **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.

### **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!

### **Foundation**

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

### **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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