



Organization: HM Government of Gibraltar, Office of the Commissioner for Sustainable Development and Future Generations

Project Title: Earth Hour Gibraltar Campaign

Project objectives: Gibraltar has joined the communities around the world in marking Earth Hour in 2021. Asking people to imagine a brighter, positive and sustainable future for Gibraltar and for families and organizations, we want to also educate them about the reasons behind this event and the importance of support of actions for climate change and sustainable development. We are looking for a team that would drive and deliver our Earth Hour Gibraltar campaign which is a virtual initiative for 2022. It would involve strategic and stakeholder management as well as communication and partnership building.

Expected Outcomes:

1. **Analyses and Recommendations** - the project team will review the 2021 Earth Hour campaign, analyze the results and suggest improvements. The team will also analyse existing practices and suggest new online initiatives that will lead to an impactful delivery of Earth Hour in 2022.

2. **PR & Marketing Campaign Design** - the team will develop PR & marketing strategy to engage with our target audience. Collateral to be created includes but is not limited to: press releases, content for digital media, including social media, infographics, and other marketing materials that can be used to deliver the most impactful campaign. Search Engine Optimisation (SEO) recommendations for Social Media Marketing for increasing engagement are welcomed.

3. **Campaign Delivery and Outcomes Analyses**

Deliverables:

- 2021 campaign analysis and best practice review;
- PR & Marketing campaign outline;
- Assets creation - content & digital materials, including video and graphics;
- Campaign delivered;
- Earth Hour 2022 results analyses and recommendations for 2023.

Is this project reoccurring?

Yes

Would you like for this project to be delivered by more than one team?

Yes

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Which sector is this project focused on?

Government & Policy

Media & Communication

Which skills might be required for the successful delivery of your project?

Creative Skills: Writing, Digital Arts, Video Production & Editing, Graphic Design

Marketing & Digital Marketing

Soft Skills: Collaboration, Communication, Intercultural Awareness, Storytelling

Can the project outcomes be shared with the public?

Yes / No

SDGs related to this project:

SDG 7, 11, 13

Resources available to the team:

<https://www.gibraltar.gov.gi/press-releases/earth-hour-2021-gibraltar-in-a-new-light-2102021-6755>

<https://www.youtube.com/watch?v=Nx2yCq4xkA4>

<https://www.earthhour.org/new-in-2022>

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