

# Friends of Live Earth

Light Version

# Outline

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# Overview

# Introduction

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- Welcome to Live Earth House Party! This program and kit of information have been designed to enable and encourage individuals like yourself to create events in your own local community to combat our climate crisis.
- Our hope is that you can use these materials to support Live Earth in your own way on 7.7.07

**Answer the Call**

# Event Thought-Starters

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- Organize viewing parties or pot-lucks on the day of the concerts
- Create a flyer with suggested solutions to combat the global climate crisis and distribute them in your neighborhood (on 100% recycled or eco-friendly paper of course!)
- Download a free banner/badge from [liveearth.org](http://liveearth.org) for your website
- Organize a 'lights out' in your neighborhood as a symbol of solidarity with the cause
- Have a letter writing party, sending messages to your local politicians or utility companies about the need for more green practices

# About Live Earth

# Mission

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- Live Earth is a 24-hour, 7-continent concert series of 9 concerts taking place on 7.7.07 that will bring together more than 100 music artists and 2 billion people to inspire a global movement to "Answer the Call" and combat the climate crisis.

# Concerts

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- **Live Earth New York** at Giants Stadium
- **Live Earth London** at Wembley Stadium
- **Live Earth Sydney** at Aussie Stadium
- **Live Earth Rio de Janeiro** at Copacabana Beach
- **Live Earth Tokyo** at Makuhari Messe
- **Live Earth Shanghai** at the Steps of the Oriental Pearl Tower
- **Live Earth Johannesburg** at Maropeng at the Cradle of Humankind
- **Live Earth Hamburg** at HSH Nordbank Arena
- **Live Earth Turkey** at Inonu Stadium

# Audience

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- Reaching an anticipated 2 billion people, Live Earth will engage individuals, corporations and governments around the world with solutions to the climate crisis.
- Live Earth will reach this worldwide audience through an unprecedented global media architecture covering all media platforms – TV, radio, web and wireless channels. Live Earth will be the first-ever global event to be broadcast completely in High Definition.
- Live Earth will be broadcast to a live worldwide audience by MSN at: [LiveEarth.MSN.com](http://LiveEarth.MSN.com).

# Message

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- **Answer The Call** is the motivating global message behind both Live Earth and the SOS campaign. That message will engage individuals, corporations, government agencies, and NGOs in every corner of the planet through solutions-based short films, PSAs, books, an interactive Web experience, and through the Live Earth events themselves.
- **Answer The Call** will empower the “everyday” consumer with over 100 simple, relatable, and actionable solutions. These solutions, if applied on a mass scale, will have a massive impact on combating the climate crisis.
- The solutions will fall across 6 categories: 1) At Home; 2) On The Job; 3) Transportation; 4) Shopping; 5) Leadership; and 6) Community.

# NGO Partners

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- Live Earth is working with non-governmental organizations (NGOs) in each country where concerts are being held to make Live Earth responsive to local concerns and publicize locally relevant climate crisis solutions. We're working globally with the World Wildlife Foundation (WWF) and with many of their country affiliates.

## **Mayors Groups**

Mayors for Peace

I.C.L.E.I – Local Governments for Sustainability

# NGO Partners

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## South Africa

Climate Action Partnership

United Nations Development Programme (UNDP)

WWF South Africa

## Australia

Climate Action Network of Australia

WWF Australia

Australian Conservation Foundation

Wilderness Society of Australia

The Climate Group Australia

The Climate Institute

# NGO Partners

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## China

United Nations Development Programme (UNDP)

WWF China

The Climate Group China

## Brazil

United Nations Development Programme (UNDP)

WWF Brazil

Fórum Brasileiro de ONGs e Movimentos Sociais

Friends of the Earth Brazilian Amazonia

# NGO Partners

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## Japan

WWF Japan

## Educational

IGLO – International Action on Global Warming

# Campaign

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- Live Earth will be the launch event for a multi-year public education campaign that will be led by The Alliance for Climate Protection and other organizations following the concerts. This program will empower individuals to change their behaviors and urge corporations and political leaders to enact decisive measures to combat the climate crisis.
- The Live Earth audience, and the proceeds from the concerts, will be used to continue the momentum and support the efforts of The Alliance and organizations.

# Background

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- Live Earth was founded by Kevin Wall – the Worldwide Executive Producer of Live 8, which brought together one of the largest audiences in history to combat poverty. Wall formed a partnership with Al Gore and The Alliance for Climate Protection to ensure that Live Earth inspires behavioral changes long after 7.7.07
- Live Earth is a project of the SOS campaign, which is using all media platforms available – films, television, radio, Internet, books, wireless and others – to move people to combat the climate crisis. The SOS campaign's identity and language is based on the international Morse code distress call: three dots, followed by three dashes, followed by three dots. The signal will be used as a call to action to prompt individuals, corporations and governments around the world to **Answer the Call** with immediate and sustained action.

# More Information

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- For more information about Live Earth and the SOS campaign, visit [www.LiveEarth.MSN.com](http://www.LiveEarth.MSN.com) or [www.LiveEarth.org](http://www.LiveEarth.org).

# Messaging

# Live Earth Event Overview

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- Live Earth is a 24-hour, 7-continent concert series taking place on 7.7.07 that will bring together more than 100 music artists and 2 billion people to inspire a global movement to **Answer the Call** and combat the climate crisis.

# SOS Campaign Overview

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- SOS is the ongoing movement behind Live Earth. The SOS campaign's identity and language is based on the international Morse code distress call: three dots, followed by three dashes, followed by three dots. The signal will be used as a call to action to prompt individuals, corporations and governments around the world to **Answer The Call** with immediate and sustained action.

# The Motivating Call to Action

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## Answer The Call

- The messaging pre and post-concert will revolve around this call to action. **Answer The Call** is the motivating global message behind both Live Earth and the SOS campaign. That message will engage individuals, corporations, government agencies, and NGOs in every corner of the planet through solutions-based short films, PSAs, books, an interactive Web experience, and through the Live Earth events themselves.

# The Solutions Overview

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- **Answer The Call** will empower the “everyday” consumer with over 100 simple, relatable, and actionable solutions. The solutions will fall across 6 categories:



Home



Shopping



On The Job



Leadership



Transportation



Community

# Words to Live By

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- “We hope the energy created by Live Earth will jump start a massive public education effort,” Live Earth Co-Chair and former Vice President Al Gore said. “Live Earth will help us reach a tipping point that’s needed to move corporations and governments to take decisive action to solve the climate crisis.”

**Answer The Call...**

# Green Solutions



# Leadership

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## Be A Good Friend, Have A Party

- Get your friends together and have a good time. And be eco-responsible, source food locally, purchase organic beer, and use candles (instead of lights) to set the mood. This is a low-energy, low-carbon party that helps counteract global warming.
- But don't stop at the party planning. Speak up! Talk to your friends about what you are doing and your interests in the environment; you may be surprised to learn you're not alone.



# In Your Home

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## Add to Subtract

- Change all of your light bulbs in your home to compact fluorescents (CFL). When you change one traditional light bulb to a CFL, you stop 500 pounds of coal from being burned each year.
- If 1 million people each replaced just one incandescent bulb with a Compact Fluorescent (CFL), we could eliminate more than 200,000 tons of CO2 emissions per year. Now that's cool!



# Shopping

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## B.Y.O.B. Shopping

- Plastic bags aren't biodegradable and paper bags are resource depleting and create trash trouble; 500 billion plastic bags are used per year – enough to wrap around the planet over 2,500 times. Put your groceries in as few bags as possible or better yet, Bring Your Own Bag!

## Giant Savings

- Buy items in bulk. A family of 4 can save up to \$3,000 a year and many gas-guzzling trips to the store by simply buying long-lasting products in the largest size.



# Transportation

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## An Environmentally-Sound Full Car-Load

- Combat climate change today – Carpool. It saves money, time, and the environment. In many areas, carpoolers get their own dedicated lanes with less congestion.
- The average commuter burns 340 gallons of gas and creates a 3.4 ton cloud of CO<sub>2</sub> a year and commuters can waste more than 5 days a year alone sitting in traffic.



# On the Job

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## Phone It In

- For every 5 meetings held by video conference instead of flying cross-country, it would be like taking a car completely off the road for an entire year. With air travel being the fastest growing source of carbon emissions, think twice before you fly.



# In Your Community

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## Political Will is a Renewable Resource

- Let your civic leaders and representatives know the polar bears aren't the only ones skating on thin ice. Find their mailing addresses and tell them more must be done. Speak out and wield the power of the pen.

# For More Green Solutions

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Please check back to our website regularly, [liveearth.org](http://liveearth.org)

# Green Event Guidelines

# Green Event Guidelines

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- We are excited to have you join us in our effort to combat the most pressing issue of the 21st century – the global climate crisis. The climate crisis is unique because any real solution requires every citizen of the world to take responsibility and to take action. Only together can we face the challenges presented by global warming.
- The Live Earth Green Team has put together a few simple ideas to help you green your event on July 7th. If these are steps that you already take when hosting a party, we challenge you to take it up a notch. Look out for Live Earth's comprehensive green event guidelines, scheduled for release in early June, for more in-depth solutions.

# Location, Location, Location

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- The location of your event is critical. Whether a house party, a community gathering, or a live show, choose a central location with easy access to mass transit that is also safe for pedestrians. Look for a location with secure bicycle storage or provide a bike valet for the event. Encourage carpooling by providing preferred parking for full vehicles.

# Power Your Event with Green Electricity

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- Purchasing green power will have the biggest impact on your event with the least amount of effort. Check with your local utility to see if purchasing green power is an option and if it is – SIGN UP. It's that easy!
- If green power is not available in your area then consider purchasing green energy credits or offsets. Organizations like CarbonFund.org, Native Energy, the Bonneville Foundation, and the Carbon Neutral Company offer certified renewable energy certificates. This allows you to support the development and production of green power, even if it is not accessible in your area.

# Enjoy the Day!

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- Daytime events afford the opportunity to enjoy our natural resources while reminding us how important it is to protect them. Daytime events also require less energy, reducing the environmental footprint of the event. Using fewer resources and minimizing our impact on the environment are some of the best ways to protect the planet.

# July 7th – It's Gonna be a Hot One!

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- July 7th promises to be an “amazing” and “hot” day for the entire planet. This is especially true in the Northern Hemisphere where July is a traditionally warm month (and getting hotter every year due to global warming!) Most power consumption in the warmer months results from air conditioner use.
- So how can we stand the heat, be comfortable, and still help combat the climate crisis? Live Earth suggests simple steps, like turning the thermostat up by just 1 degree. If you are outdoors, wear lighter color clothes and set up some umbrellas. Set up tables and chairs to take advantage of the shade provided by trees, which can be 10 degrees cooler.

# Buy Green

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- All of the necessary preparations for a party can be time consuming. You must purchase food, beverages, service ware, cleaning supplies, and trash bags, among other items. Remember that a truly green event starts with the planning and sourcing of the right supplies. Let the pictures and memories from your green event be your legacy, not the tons of waste that are generated by typical live events.
- On the next pages you will find a few green sourcing recommendations to get you started:

# Green Sourcing Recommendations

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- **Be vegetarian for the day.** The meat industry and farm animals produce a tremendous amount of methane and transportation-related emissions each year. Vegetables can be sourced locally and organic farming techniques eliminate much of the environmental damage associated with mass-scale agriculture.
- **100% paper should mean 100% recycled.** All paper products – paper towels, serviettes, toilet paper, and printing paper – are made from two major sources of pulp (i.e. trees) – virgin pulp or recycled paper. Purchase products with the highest percentage of recycled content available, preferably post-consumer.

If every household in a country like the United States purchased JUST ONE ROLL of 100% recycled toilet paper (instead of virgin paper) it would save 423,900 trees from being cut down.

# Green Sourcing Recommendations

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- **Use Reusable Everything.** When having a community party, serve your guests with cups, service ware, platters, and water bottles that can be reused for the entire day and beyond. A truly green event will wash and reuse everything after the event – with non-toxic, earth- friendly cleaners, of course!
- Here are a few creative suggestions:
  - Have your friends bring their favorite beer mugs and buy a keg to reduce the number of bottles and cans and cups headed for the trash.
  - Eat with your hands and serve finger-foods. Or at least use traditional service ware like metal forks and ceramic plates instead of disposable paper or plastic!
  - If you must use plastic cups, limit the amount of extras available. You can also provide markers so each person can personalize their cup when they arrive – making them easier to keep track of.

# Green Sourcing Recommendations

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- **When You Can't Reuse, Recycle.** Make sure that your recycling and trash bins are clearly labeled. After a few drinks it might be more difficult for your guests to remember what goes where, so keep the recycling and trash bins in separate locations.

# For More Information

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- Please check back with our website, as we will be publishing a comprehensive “Green Event Bible” that will be available for free - [liveearth.org](http://liveearth.org)

# Conclusion

# Thank You

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- Thank you for choosing to show your support of the Live Earth cause.
- For any program related questions, please contact [friendsof@liveearth.org](mailto:friendsof@liveearth.org)