#ACTNOW LIVE VR EXPERIENCE

HYBRID EVENTS IN THE METAVERSE

TACKLING THE PLANETARY TRIPLE THREAT CHALLENGE

BY CATALYZING CLIMATE ACTION TO PROMOTE HUMAN RIGHTS

ACTNOW

13 CLIMATE ACTION

SUSTAINABLE DEVELOPMENT GOALS

ACTNOW VR IS PRESENTED BY MILLENNIUM ART & DREAMLANDXR IN SUPPORT OF

THE UNITED NATIONS' CAMPAIGN FOR INDIVIDUAL ACTION ON CLIMATE CHANGE AND SUSTAINABILITY

HUMAN RIGHTS PLAY A CRUCIAL ROLE FOR CATALYZING CLIMATE ACTION

Only real comprehension of the human condition at this turning point in history can provide sufficient motivation for people to accept the individual actions and changes in political and economic power structures required to reduce the impacts of climate change, particularly loss and damage, climate change induced migration, and internal displacement, to reach an equilibrium state that ensures a safe climate for humanity. After 50 years in the making, it's time for all of us to ACTNOW!

JULY 2022 | NEW YORK | UN GENERAL ASSEMBLY

Resolution adopted declaring *access to a clean, healthy, and sustainable environment is a universal human right.*

OCT 2021 | GENEVA | UN HUMAN RIGHTS COUNCIL

Resolution passed recognizing *the human right to a safe, clean, healthy, and sustainable environment.*

JUNE 1972 | STOCKHOLM | UN CONFERENCE ON THE ENVIRONMENT

First declaration that *people have a fundamental right to an environment of a quality that permits a life of dignity and well-being.*

CLIMATE EMERGENCY IMPACTS, HUMAN RIGHTS, AND SOLUTIONS

KEY MESSAGES

- Urgent, effective, and ambitious action is required to address the **triple planetary threat** of climate change, pollution, and biodiversity loss, driven by greenhouse gas emissions, deforestation, and industrial agriculture.

- There is an immediate need for humanity to transition to an **ecological civilization** based on the core principles of mutual respect, knowledge sharing, learning, and reciprocity that sustain living systems to permit sustainable abundance for Indigenous peoples, local communities, and civil society / youth.

- The devastating effects of the current global climate emergency affects the enjoyment of a wide range of internationally recognized **human rights** – including the right to breathe clean air, the right to drink potable water, the right to eat nutritious food, and the right to habitate in a safe shelter.

- All UN Member States should prepare human rights-based decarbonization plans, intended to reduce emission 45% by 2030 and achieve net-zero by 2050, as called for in the Paris Agreement.

FOUR MAIN SOLUTIONS

1. Ensuring a just transition away from fossil fuels towards net-zero emission societies.
2. Accelerating other mitigation actions, including environmental policy making.
3. Enhancing adaptation to protect vulnerable people at risk from environmental harm.
4. Ramping up climate finance, especially for loss and damage in "sacrifice zones".

DECADE OF ACTION

SUSTAINABLE DEVELOPMENT GOALS

"The Decade of Action is an opportunity to course-correct, with special amplification around climate action and gender equality."

- UN Deputy Secretary-General

Amina Mohammed

HARNESS THE OPPORTUNITY TO #ACTNOW FOR THE SUSTAINABLE DEVELOPMENT GOALS

We have an extraordinary opportunity to *ActNow* in support of the United Nations' campaign for individual action on climate change and sustainability. Bold, fast, and wide-ranging action needs to be taken by governments and businesses, but the transition to a low-carbon world also requires the participation of citizens. In order to achieve the *Sustainable Development Goals* ***(SDGs)*** **by 2030**, during the Decade of Action we must uplift citizens with the highest ideals of the UN—peace, dignity, and equality for all people on a healthy planet.

With the **#ActNow Live Virtual Reality Experience,** we are inviting participants to become agents of change through the magic of immersive storytelling in Virtual Reality (VR). By engaging, unifying, and mobilizing millions of people to commit to meaningful actions, we can track and share individual steps in achieving the collective work that will shape our future.

We are no longer at the threshold of change: our world is in the midst of profound and essential transformation. Our global response to climate change, biodiversity loss, and the social inequity that produces poverty, hunger and conflict requires more urgent, collaborative, lasting impact now more than ever before. This is the opportunity for each and every one of us to *#ACTNOW!*

#ACTNOW LIVE VR EXPERIENCE

In 2022, Millennium ART and DreamlandXR are launching a groundbreaking *hybrid live / virtual reality experience* utilizing *Metaverse* technologies inside the *AltspaceVR* social platform with custom-built 3D environments that encourage new perspectives and promote transformational change by celebrating diversity, equity, and inclusion in moderated safe social gatherings.

The "**Metaverse**" is a collective virtual shared space of 3D environments and real-time experiences available through the internet. By hosting internationally accessible hybrid live events replicated in the Metaverse we are able to unveil the potential of civic empowerment and collaborative action for a future of regeneration, transformation, evolution through artistic, cultural, and technological means.

The Metaverse, with its ability to provide massive, open experiences for anyone, anywhere, at the same time, is an ideal space to connect artists, activists, fans, and brands in ways that have never been possible before. Mindsets shift when individuals are deeply immersed in a place or feeling, which is a vital component to elicit and reinforce motivation for change.

SOCIAL VR PLATFORM

AltspaceVR

AltspaceVR, Microsoft's social VR platform, is the leading platform for attending live mixed reality experiences in real-time, with peoples' avatars from around the world. With special appearances via human holoportation, we can transport participants to the next frontier of live entertainment and collaborative community experiences.

Interactive and immersive VR experiences on AltspaceVR, Microsoft's social virtual reality platform, are supported with HTC Vive, Oculus Rift/RiftS, and Quest/Quest2, Windows Mixed Reality, and also in 2D Mode on PC or Mac (without a VR headset). If people have access to the internet and have a smartphone, they can watch live-streamed or recorded videos of each event.

Sign into AltspaceVR, create your personal avatar in your likeness, invite your friends, family, colleagues, employees, students, or community to join us LIVE, as the physical events in the "real world" will be replicated in the "virtual world," accessible for free to all.

As part of the #ActNow Live Virtual Reality Experience, we will host a series of events on the AltspaceVR social platform, each for a 24 hour period around the world. This provides a revolutionary way for participants to experience information, art, music, and cultural performances as their own unique avatar while eliminating CO2-emitting travel and staying safe from the pandemic.

Walk down the "green-carpet", take selfies sharable on social media, dance to a live DJ, listen to storytellers beamed-in or streamed-in live, download the #ActNow App, and celebrate our collective efforts to elevate action towards the Global Goals. **Follow our AltspaceVR channel here: #ActNowVR**

#ACTNOW LIVE VIRTUAL REALITY EXPERIENCE | VR DEBUT IN THE METAVERSE AT THE WORLD EXPO IN DUBAI

The World Expo is one of the oldest and largest events on the planet. Every five years, a city takes its turn to host the occasion, which lasts six months at a time and invites every country in the globe to take part in showcasing the best of what they have to offer. Its aim is to help people and nations across the earth learn by sharing ideas, at the same time demonstrating innovation and further paving the path for progress in fields such as technology and architecture.

EXPO DUBAI THEME:

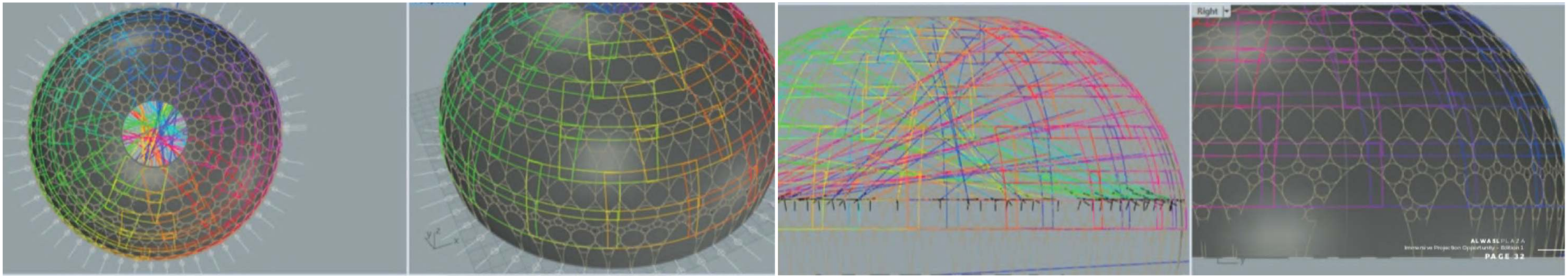
CONNECTING MINDS,
CREATING THE FUTURE

To have a truly immersive experience around the world, we invited participants to take a virtual journey with us to multiple global regions, including the Middle East, North America, South Asia, Asia, Africa and the Indian Ocean, Europe and the Arctic, Oceana, and Latin America.

As part of the #ActNow Live Virtual Reality Experience, we unveiled the prototype with new custom-built virtual 3D environments where we hosted a 24-hour moderated live event enabling thousands of participants from around the world, representing 26 countries across 5 continents, to collectively learn about different climate threats, SDG actions, and solutions.

The international debut of the **#ActNow Live Virtual Reality Experience** took place in the iconic **Al Wasl Dome at the World Expo in Dubai. >>** WATCH VIDEO

VIRTUAL WORLD BUILDERS



THE AL WASL DOME

"DIGITAL TWIN" VR EXPERIENCE

The largest 360° projection dome in the world, standing at 67.5 meters (221 feet) tall and 130 meters (427 feet) in diameter, creates a 25,380-square-meter (273,188-square-foot) projection surface area.

Can't make it to Dubai? Now you actually can, virtually, through the Metaverse!

A WORLD EXPO VR DEBUT - Al Wasl, which means "the connection," is a stunning feat of art, engineering, and AV integration, that sits atop Al Wasl Plaza, the beating heart of the Expo site where major events will take place over the span of the exposition. By creating a 'digital twin' of the Al Wasl dome architecture in the Metaverse, we provide an extraordinary, illuminating. and a fully immersive transformational space for visitors from all over the world to virtually visit. With a scalable 3D experience, visitors can watch an architectural projection show on the facade of the dome, interact with live participants from around the world, and be prompted to take in-world actions that generate real-world results towards #ActNow for the SDGs campaign. Video installations are installed within the virtual world to enable live broadcast in as well as live broadcast out. Following the debut of the Al Wasl Dome, visitors can portal to the next iconic location in the Metaverse!

360° ARCHITECTURAL PROJECTION MAPPING EXPERIENCE | AL WASL DOME | DUBAI EXPO

#ACTNOW LIVE VIRTUAL REALITY EXPERIENCE TIMELINE | 2022 - 2023

Through the #ActNow Live Virtual Reality Experience, participants will be able to immerse themselves from anywhere on the planet into three main events aligned with global activations to mobilize large-scale, high-impact, trackable individual action on climate change and sustainability.

07 NOV 2022

ECOSPRINT 1

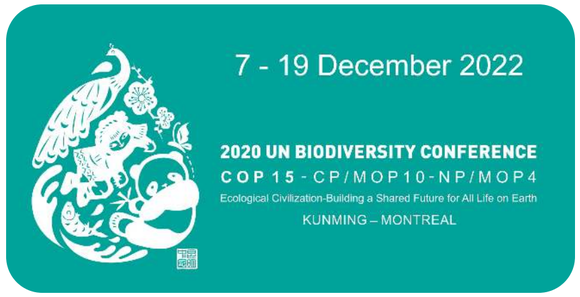
TRIPLE PLANETARY THREAT
IMMERSIVE CHALLENGES
UNFCCC COP27
SHARM EL-SHEIKH, EGYPT
GIZA PYRAMIDS VR PROJECTIONS

COP27 SHARM EL-SHEIKH EGYPT 2022

07 DEC 2022

ECOSPRINT 2

ECOLOGICAL CIVILIZATION
IMMERSIVE CULTURE
CBD COP15
MONTREAL, CANADA
BIOSPHERE VR PROJECTIONS



24 JAN 2023

ECOSPRINT 3

CLIMATE CHANGE & HUMAN RIGHTS
IMMERSIVE SOLUTIONS
KLIMAFESTIVALEN § 112
OSLO, NORWAY
BJØRVIKA VR PROJECTIONS

ECOSPRINTS | HYBRID LIVE / VIRTUAL REALITY EVENTS

EXPERTS SIMULTANEOUSLY GATHER ONSITE AND IN THE METAVERSE TO MAP OUT WHAT WE'RE SOLVING AND HOW, TO BUILD CONFIDENCE IN OUR COLLECTIVE FUTURE TOWARDS 2030

ECOSPRINT 1 | SHARM EL-SHEIKH | 07 NOV 2022

CLIMATE CHANGE | POLLUTION | BIODIVERSITY LOSS

FRAMING THE CHALLENGES: CLIMATE CHANGE BARRIERS TO GROWTH AND SUSTAINABLE DEVELOPMENT

ECOSPRINT 2 | MONTREAL | 07 DEC 2022

CIVIL SOCIETY | INDIGENOUS PEOPLES | LOCAL COMMUNITIES

FRAMING OF AN ECOLOGICAL CIVILIZATION: BUILDING A SHARED FUTURE FOR ALL LIFE ON EARTH

ECOSPRINT 3 | OSLO | 24 JAN 2023

CLEAN AIR | POTABLE WATER | NUTRITIOUS FOOD | SAFE SHELTER

FRAMING THE SOLUTIONS: SUSTAINABLE DEVELOPMENT THAT UPHOLDS BASIC HUMAN RIGHTS FOR ALL

LEADERSHIP IN THE POST COP26 WORLD >> MOVING TOWARDS COP27

A key thing we learned from **COP26** is that *collaboration is essential* in moving towards the establishment of an ecological civilization, especially one that embraces Indigenous knowledge, youth empowerment, and gender equality in leadership positions, to help strike a balance between environmental, social, and economic needs. Inclusive multilateralism is the key to a successful **COP27** coming up in November, encompassing the work of all key stakeholders to address and accelerate climate change mitigation, adaptation, and finance for loss and damage.

COP26 OUTCOMES

- Glasgow Climate Pact
- Paris Agreement Article 6 Rulebook
- Global Methane Pledge
- Indigenous Peoples Guardianship Pledge
- Leaders' Declaration on Forests & Land Use
- Beyond Oil and Gas Alliance
- Phasing *out* inefficient Fossil Fuel Subsidies
- Pledge to double Adaptation Finance by 2025

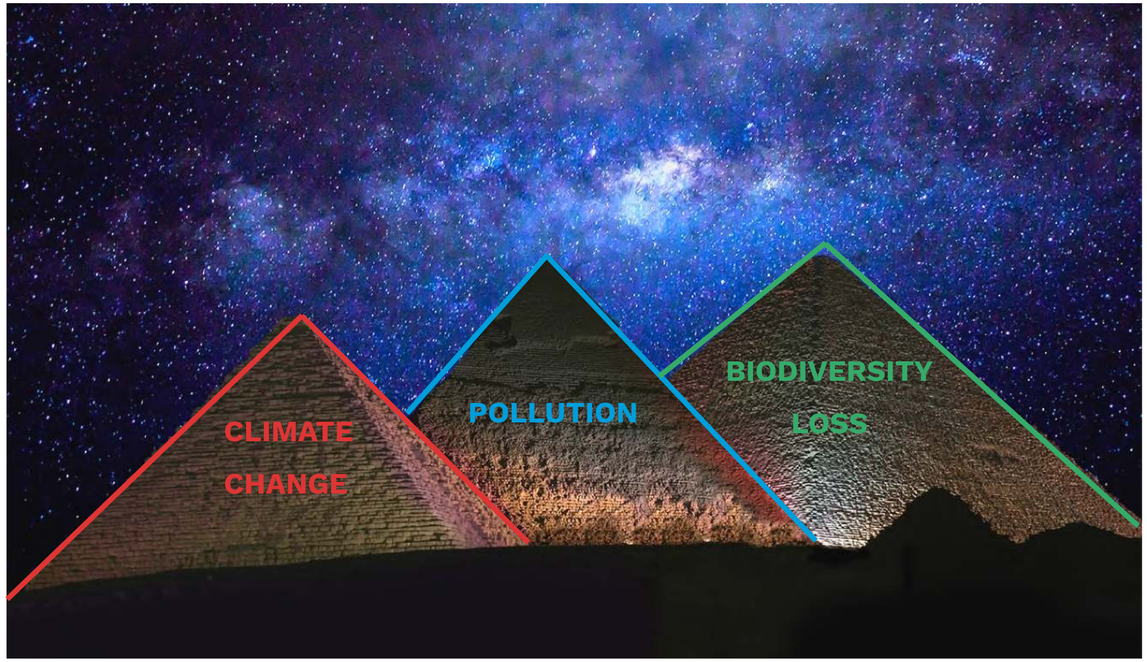
COP26 GAPS

- Countries punted NDC's to COP27 in 2022
- Loss & Damage pushed to 2022-2024
- $100B USD Finance Goal delayed to 2023
- Non-legally binding *pledges* and *promises*
- Phasing *down* Unabated Coal is too weak
- Lack of Inclusivity in COP Negotiations, 500+ Fossil Fuel Lobbyists had access while most Indigenous Leaders were left out

COP27 LEADERSHIP

- Ecosystem-based Adaptation & Mitigation
- Indigenous Peoples & Local Communities (IPLCs)
- Women (Gender Equality)
- Youth Constituents
- Civil Society Organizations (CSOs)
- Non-Government Organizations (NGOs)
- Business Organizations

COP27 UN CLIMATE CHANGE CONFERENCE | SHARM EL-SHEIKH, EGYPT, AFRICA



COP27
SHARM EL-SHEIKH
EGYPT 2022

Mitigation

We must unite to limit global warming to well below 2c and work hard to keep the 1.5c target alive

Adaptation

Extreme weather events from heatwaves, floods, forest fires have become an everyday reality of our lives.

Finance

In COP27 it is essential that we make significant progress on the crucial issue of climate finance

GIZA PYRAMIDS VR PROJECTION MAPPING

Avatar visitors from all of the world can join us live in the Metaverse to witness the Giza pyramids illuminated with the TRIPLE PLANETARY THREAT of Climate Change, Pollution, and Biodiversity Loss with an immersive, all-encompassing audio/visual experience that promotes a deeper understanding of the causes, effects, and consequences of the three main interlinked issues facing humanity today. >> It's time to #ACTNOW at #COP27!

COP27 | 6-18 NOV 2022 | 7 NOV #ACTNOW VR

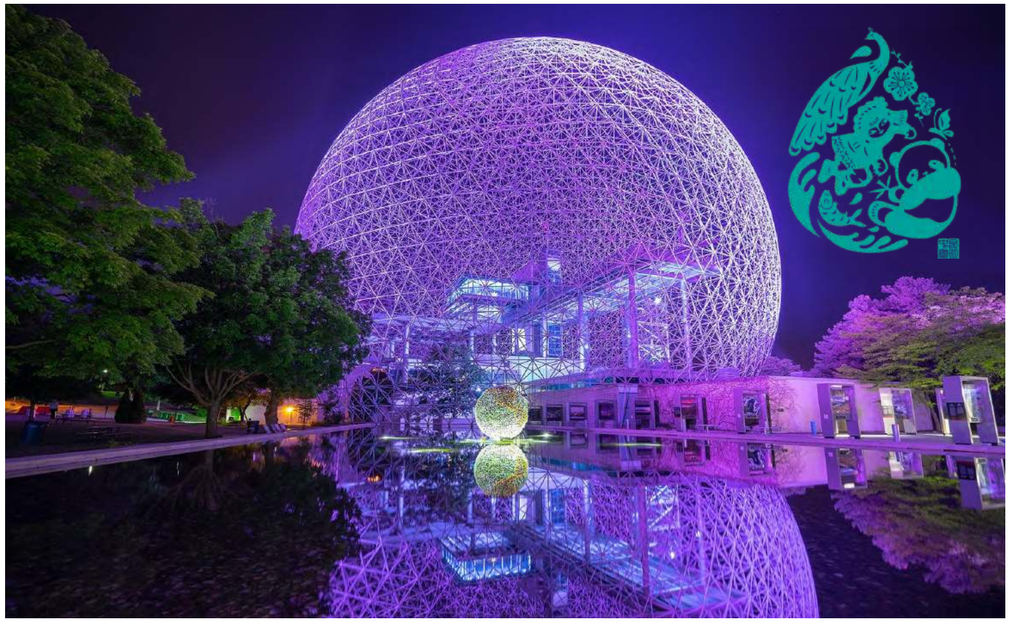
UNFCCC COP27 will be a moment for countries to fulfill their pledges and commitments towards delivering the objectives of the Paris Agreement to enhance the implementation of the Convention. This year should witness the implementation of the Glasgow pact call to review ambition in NDCs, and create a work program for ambition on mitigation, adaptation, and finance.

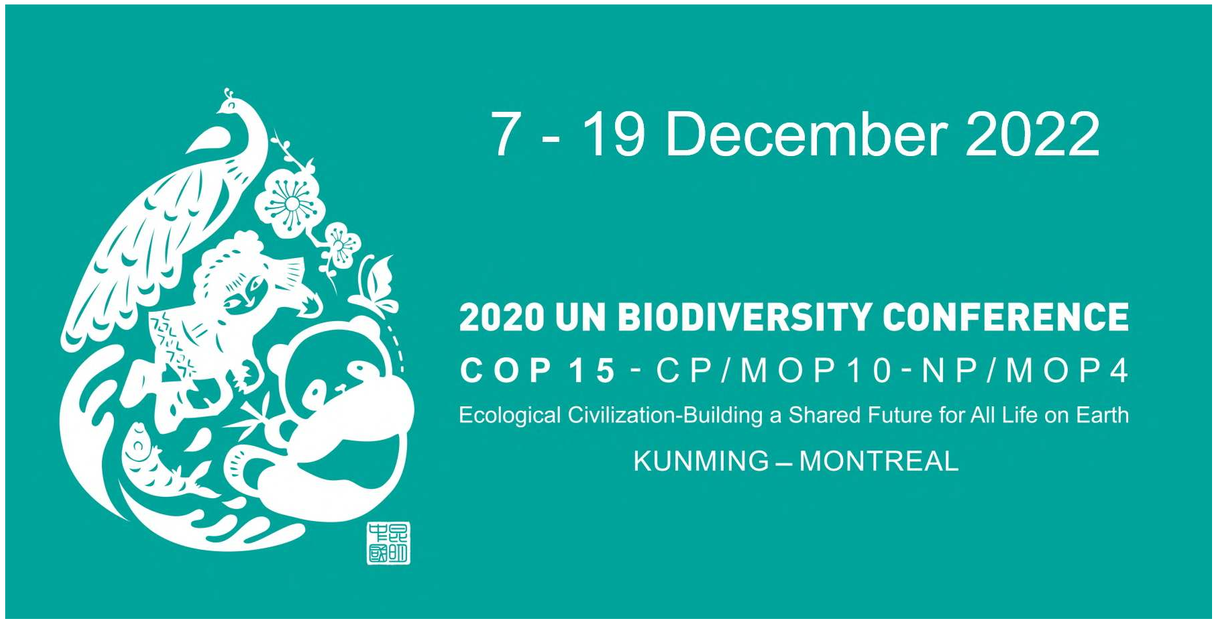
CLIMATE CHANGE

POLLUTION

BIODIVERSITY LOSS

COP15 UN BIODIVERSITY CONFERENCE | MONTREAL, QUEBEC, CANADA





BIOSPHERE VR PROJECTION MAPPING

The Biosphere in Montreal's Parc Jean-Drapeau, designed by Buckminster Fuller for the United States pavilion for World Expo '67, also served as the Environment Museum, a space dedicated to environment and climate change. Avatar visitors from all of the world can join us live in the Metaverse to experience the iconic geodesic dome illuminated with the vibrant diversity that makes up the foundation of an Ecological Civilization: Indigenous peoples, local communities, and civil society / youth. >> #ACTNOW at #COP15!

COP15 | 7-19 DEC 2022 | 7 DEC #ACTNOW VR

Acknowledging the urgency to address the world's climate and biodiversity crisis, governments, environmental organizations, and businesses are working to develop a new blueprint to guide biodiversity conservation for the next decisive decade, known as the post-2020 Global Biodiversity Framework. This mission critical global agreement will be finalized, and ideally adopted, at the Conference of Parties (COP15) to the UN Convention on Biological Diversity (CBD) taking place in Montreal.

INDIGENOUS PEOPLES

LOCAL COMMUNITIES

CIVIL SOCIETY / YOUTH

KLIMAFESTIVALEN § 112 | OSLO, NORWAY, EUROPE

BJØRVIKA OSLOFJORD VR PROJECTION MAPPING

The third stop on the #ActNow VR world tour is the Bjørvika cultural district on the shores of the inner Oslofjord in Norway, including the Oslo Opera House, Munch Museum, and Central Library, our canvases for illuminating SOLUTIONS seen through the lens of basic human rights: Clean Air, Potable Water, Nutritious Food, and Safe Shelter. This VR projection experience promotes a deeper understanding of scalable nature-based solutions that already exist for net-zero emissions, mitigation, adaptation, and finance.
>> It's time to #ACTNOW #ForNature, for the #Arctic, and for #HumanRights!

15-30 JAN 2023 | 24 JAN #ACTNOW VR

The Climate Festival is a mobilization around Norway's constitution article § 112 – one of the most beautiful pieces of legislature in the world, protecting our common home!

"Every person has a right to an environment that is conducive to health and to a natural environment whose productivity and diversity are maintained. Natural resources should be managed on the basis of comprehensive long-term considerations whereby this right will be safeguarded for future generations as well. In order to safeguard their right in accordance with the foregoing paragraph, citizens are entitled to information on the state of the natural environment and on the effects of any encroachment on nature that is planned or carried out. The authorities of the State shall issue specific provisions for the implementation of these principles."

Norsk klimanettverk

CLEAN AIR	POTABLE WATER	NUTRITIOUS FOOD	SAFE SHELTER

WORLD CLIMATE SCHOOL C6 YOUTH CERTIFICATION WORKSHOP

World Climate School

Creativity, Culture and Collaboration to Combat Climate Change – C6

KLIMAFESTIVALEN §112

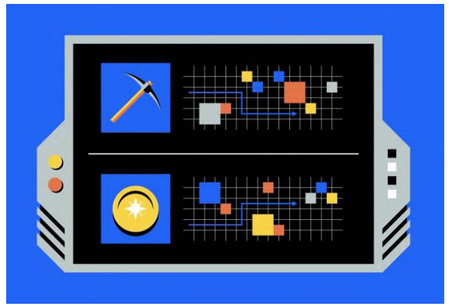
World Climate School (WCS) is an organization based in Norway, with a core team of international volunteers passionate about making climate change education go viral and involve everyone, everywhere. WCS has online groups in Turkey, Pakistan, India, Bangladesh, Kenya, Zimbabwe, Botswana, Nigeria, Kenya, Uganda and Finland, and has connected to local climate youth leaders to support climate education and action in Mozambique, Malawi, Tanzania, Zanzibar, South-Sudan, Egypt, Ghana, Senegal, Sierra Leone and Morocco, and is expanding into 100 countries.

Creativity, Culture and Collaboration to Combat Climate Change (C6)

The C6 project consortium consists of six partners from five countries (Denmark, Italy, Norway, UK, and Sweden) – SixtyEight Art Institute, People of 2050, CasermArcheologica, Norwegian Climate Network, Worldview Impact Foundation and EarthBanc. The partnership is made up of non-profit organizations, associations and SME – all supporting the main target group in this project (young people in the age of **18 to 29 years old -** individuals, youth clubs and NGOs of young people within this age, etc) through various projects/ initiatives and activities.

World Climate School C6 Training and Certificate Program in the Metaverse

Through the **#ActNow Live Virtual Reality Experience,** youth participants from around the world will be able to join fellow creatives to harness their passion for climate action with skill sets and toolkits to become true factors of change for individual action on sustainability and the SDGs. Coinciding with each ActNow VR EcoSprint (NOV 7, DEC 7, JAN 24), we will host a youth activation workshop in the Metaverse with presentations by renowned environmental artists and industry experts. Youth participants will receive a certificate upon completion of the free workshop.



FUNDING THE SOLUTIONS

NON-FUNGIBLE TOKEN (NFT)

While NFT's are revolutionizing the art world, more work is being done to reduce the carbon emissions from this new medium and new model of artwork ownership, where the owner buys a verified token providing digital evidence the art is authentically theirs.

Currently, the major marketplaces for NFT art conduct their digital sales through Ethereum, which maintains a secure record of cryptocurrency and NFT transactions through mining (similar to the system that verifies Bitcoin), using energy on a massive scale. An alternative less carbon-intensive form of consensus mechanism security has recently emerged called "proof-of-stake" instead of "proof-of-work" to verify new digital transactions, add them to the blockchain, and mint new tokens in the decentralized cryptocurrency networks.

We will continue to do our research, and watch the rapidly transforming field of NFT's before we commit to minting NFT's and selling them as a source of funding to support solutions.

Our goal is to mint NFT's from each VR projection show and sell them to generate funds that will directly support organizations implementing climate solutions on the frontlines.

#ACTNOWVR @ACTNOWVR SOCIAL MEDIA & MARKETING

During the **#ActNow Live Virtual Reality Experience**, we have the opportunity to reach millions of people worldwide, to create a lasting virtual community inspired and motivated to support the UN's campaign for individual action on climate change and sustainability as we collectively work on achieving the Sustainable Development Goals (SDGs) by 2030.

SOCIAL MEDIA

[#ActNowVR | @actnowvr]

WEBSITE

WWW.ACTNOWVR.ORG

[https://dreamlandxr.com/actnow-vr]

EVENT

eventbrite

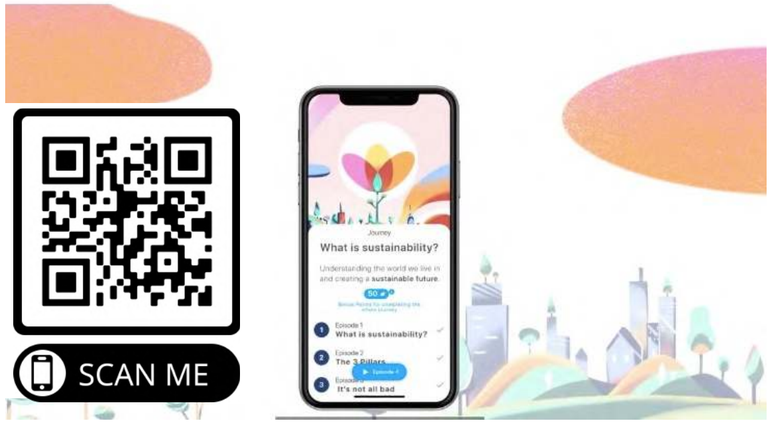
[https://bit.ly/ActNowVR]

CHANNEL

AltspaceVR

https://account.altvr.com/channels/actnowvr

With the #ActNow App experience, individuals can log their daily sustainable actions, join challenges, and contribute to the collective global count.



#ACTNOW VR CHALLENGE
NOV 2022 - JAN 2023

We will build upon the 7M+ actions already taken through the UN's #ACTNOW campaign by tracking how many actions are taken via the in-app experiences by individual participants throughout the duration of the #ActNow Live Virtual Reality Experience in the Metaverse!

TEN SIMPLE ACTIONS ANYONE CAN TAKE

THEMATIC JOURNEY EPISODES
AIR | WATER | FOOD | SHELTER

Working in collaboration with AWORLD and the #ACTNOW Live Virtual Reality Experience team, we will produce mixed-media content experiences for audiences to dive deeper into a particular theme developed around social transformation for a better future for people, planet, and prosperity.

APP FOR ACTION

LIVE EVENTS
GEO-TAGGING ACTION

07 NOV 2022 | 07 DEC 2022 | 24 JAN 2023

Hosting a special event brings attention to and drives action towards the #ACTNOW campaign, aligned with the EXPO theme of *Connecting Minds, Creating the Future*.
By logging personal actions and tagging your location, we can visualize the power of global collective actions from live events.

GLOBAL AUDIENCE ENGAGEMENT

NETWORK ACCESS TO 250 MILLION PEOPLE

- 192 National Delegations at EXPO 2020
- Academic Institutions
- Business Associations
- Cities and Municipalities
- Civil Society Organizations
- Companies (more than 250 Employees)
- Corporate Social Responsibility Organizations
- Foundations
- Individuals
- Labour Organizations
- Public Sector Organizations
- Small and Medium Business Enterprises (1-250 Employees)
- Youth Groups

Climate actions taken around the world:

7,899,533

TOOLS FOR SUPPORTING THE UN'S GLOBAL CALL TO ACTION ON CLIMATE CHANGE

ACT NOW
TAKE CLIMATE ACTION!

INDIVIDUAL ACTION

#ACTNOW is the United Nations' campaign for individual action on climate change and sustainability. Every one of us can help limit global warming and take care of our planet. By changing our habits and making choices that have less harmful effects on the environment, we can tackle the climate emergency and build a more sustainable world.

LEARN MORE

DOWNLOAD THE APP

SCIENCE BASED TARGETS
BUSINESS AMBITION FOR 1.5°C

BUSINESS ACTION

Step up and commit your business to set science-based targets aligned with limiting global temperature rise to 1.5°C. #ACTNOW by signing and submitting a Business Ambition for 1.5°C commitment letter to the UN Secretary-General.

LEARN MORE

LINK TO BIZ LETTER

UN GLOBAL COMPACT

SDG 2030 ACTION

The 17 Sustainable Development Goals are designed to give our planet a better future. #ACTNOW to support the SDGs by making a commitment to implement the **Ten Principles of the UN Global Compact** by signing and submitting an entry letter to the UN Secretary-General.

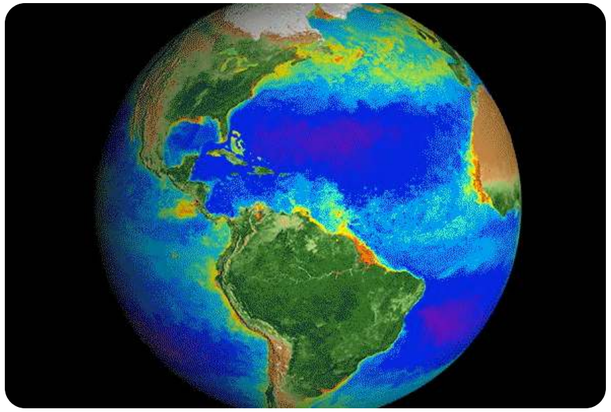
LEARN MORE

LINK TO BIZ APPLICATION

LINK TO NON-BIZ APPLICATION

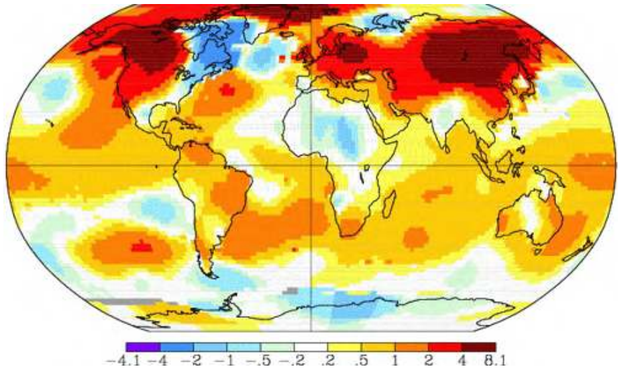
SHORT FORM SOCIAL MEDIA CONTENT

In order to reach and activate broader audiences, we create mobile-friendly, short-form content using emotional, engaging, and entertaining visuals that quickly and effectively convey concise messaging.



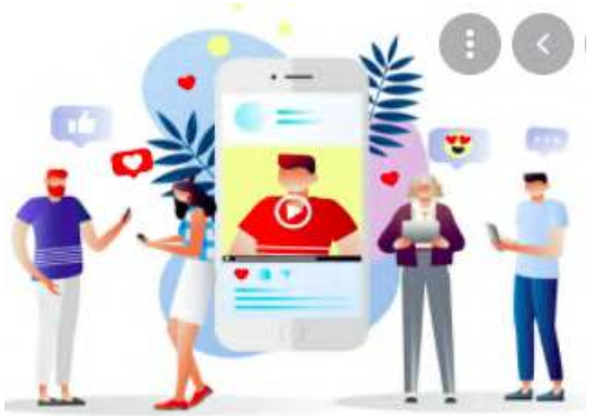
3D ANIMATIONS

We use visual effects, 3D animation, and cinematic techniques to bring stories and ideas to life. These can include intricate narrative tales, as we create lifelike worlds to illustrate the campaign messages.



REAL TIME DATA VIZ

Using live data allows us to create compelling and relevant interactive experiences and data visualizations. These data visualizations can be utilized in a number of mediums for true global reach to drive action.



SHORT VIDEO STORIES

Short life stories are pervasive on the most popular social media networks. We can create, design and reformat existing content specifically for these platforms. We can also develop publishing strategies and use localized content.

STORYTELLING FOR SYSTEMS CHANGE

Shifting Cultural Narratives to Bring About Better Social and Environmental Outcomes

With the **#ActNow Live Virtual Reality Experience**, we aim to engage our global audiences with hope, as climate change is not an ending, but rather a new beginning for a sustainable, peaceful, and just way forward. In order to replace fear, hopelessness and dread with cognizance, equanimity, and confidence, we must empower individual to change how they see themselves, their communities, and their broader context to move away from the "hero" stories towards the shared stories and collective stories of change.

By participating, collaborating, and networking, together we can amplify the call to #ACTNOW, to cease the overexploitation of fragile ecosystems, reduce the man-made impacts on climate change, and restore the natural world by taking bold actions in solidarity for the love of our planet, evoking a deep sense of interconnectedness within our shared humanity, to the world we live in, and with all living things.

The narrative of the projection shows in our VR environments celebrate and value all life as sacred, instilling a sense of urgency that the earth's stressed life-sustaining systems are worth protecting and saving. With overlapping existential challenges facing our world today, it is by sharing values and working together to do more for each other and for our planet that we can heed the call to #ACTNOW.

Science often confirms the wisdom of the ancients, today's ***Indigenous Peoples and Local Communities (IPLC)*** have observed and harnessed nature's rhythms and cycles to shape and enhance their lives embracing a nonlinear, dynamic, and fluid form of existence. We invite those voices from the frontlines of preserving biodiversity and maintaining multidimensional ***Traditional Knowledge (TK)*** of nature-based approaches to share their stories with the intention of helping others see, feel, and understand the Real Zero solutions. Through the #ActNow Live VR Experience, we provide a platform for immersive storytelling that brings the world to life around you, as it was, as it is, and as it should be.

#ACTNOW FOR NATURE

JAMES LOVELOCK (1919 - 2022)

"We live on a live planet that can respond to the changes we make, either by canceling the changes or by cancelling us."

HAZEL HENDERSON (1933 - 2022)

"Think globally, act locally."

E. O. WILSON (1929 - 2021)

"Look closely at nature. Every species is a masterpiece, exquisitely adapted to the particular environment in which it has survived. Who are we to destroy or even diminish biodiversity?"

THOMAS E. LOVEJOY (1941 - 2021)

"The benefits from nature are in jeopardy. These trends not only threaten to undermine the progress toward the sustainable development goals, but also the very functioning of the living planet as a biophysical system in support of humanity."

اعملوا الآن

即刻行动

ACT NOW

AGISSONS

Действуйте сейчас

ACTÚA AHORA

All content will be provided in the UN's six officially recognized languages.

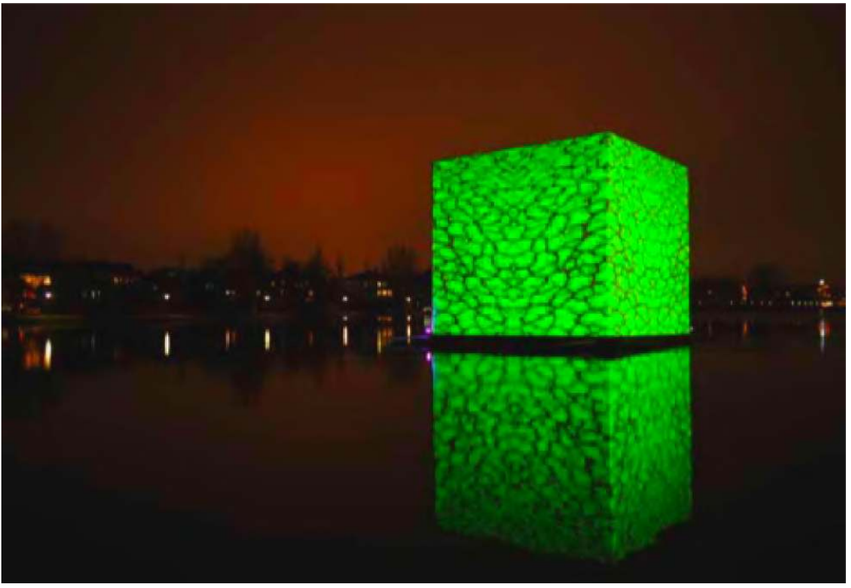
“The significance of our lives and our fragile planet is determined only by our own wisdom and courage." - Carl Sagan

Photo: *Earthrise,* taken on December 24, 1968, by Apollo 8 astronaut William Anders

#ACTNOW VR
TEAM CAPABILITIES &
PROJECT PARTNERS

PAST PROJECT HIGHLIGHTS | MILLENNIUM ART

Millennium ART curates, designs, directs, and produces large-scale, high-resolution, multimedia experiences across the globe to attract attention and drive action towards special international events spanning from COP 15 to COP 26.



CO2 CUBE

VISUALIZE A TONNE
OF CHANGE | COP 15
COPENHAGEN, DENMARK

ILLUMINATIONS

UN CLIMATE SUMMIT
UN HEADQUARTERS
NEW YORK, USA

UNESCO

70TH ANNIVERSARY | COP21
UNESCO HEADQUARTERS
PARIS, FRANCE

PAST PROJECT HIGHLIGHTS | DREAMLANDXR

DreamlandXR exists at the epicenter of the immersive technology revolution, using the power of disruptive technology to develop and create meaningful XR campaigns that journey beyond traditional tactics with a focus on audience engagement and strategy.

PRIDE XR

WORLD'S FIRST VR PRIDE

EVENT IN THE METAVERSE

CONSUMER ELECTRONICS SHOW

FIRST-EVER CES CONFERENCE

HELD IN VIRTUAL REALITY

CES CONFERENCE PARTNER

MIGOS

ALBUM LAUNCH PARTY

PROTO EPIC HOLOGRAM

HEADSETS FOR HEALING

VR FOR GOOD

HEALTH & WELLNESS

PAST PROJECT HIGHLIGHTS | MINDS OVER MATTER

Minds Over Matter (MoM) is a diverse group of pioneering minds that are intensely focused on manifesting the unexpected. They employ fresh thinking, raw creativity, bravery, optimism, magic, and decades of experience. They love to transcend "the impossible" into the realm of Minds Over Matter where "everything is possible."

UAE 40TH ANNIVERSARY

SHEIKH ZAYED GRAND MOSQUE
ABU DHABI, UAE

ANTARCTIC 360° DOME

COACHELLA MUSIC FESTIVAL
INDIO, CA, USA

PROJECTING CHANGE

EMPIRE STATE BUILDING
NEW YORK, NY USA

PAST PROJECT HIGHLIGHTS | DANDELION + BURDOCK

dandelion + burdock create exceptional technical solutions and compelling content for special one of a kind projects.
We excel in situations where we are able to work with real-time technology to design content for immersive narrative theatre.

FAST & FURIOUS LIVE

GLOBAL ARENA SHOW
PROJECTION MAPPING

DUBAI WORLD EXPO

AL WASL DOME
OPENING CEREMONY
AUGMENTED REALITY (AR)
LIVE BROADCAST

HOOVER DAM

ARIZONA AND NEVADA
PROJECTION MAPPING

BURJ KHALIFA

'LIGHT UP' UAE NYE
WORLD'S LARGEST AND
TALLEST LED FACADE

PAST PROJECT HIGHLIGHTS | PLANET HOME

Planet Home creates stories, events, connections, data and insights to inspire, educate, and empower action. By building the world's largest Solutionist platform and hosting a series of EcoSprints, Planet Home inspires peopled to take action and drive change for how we Eat, Make, Move, and Live better on our planet.

ADRIAN GRENIER

UNEP GLOBAL GOODWILL AMBASSADOR

EDWARD NORTON

UN CONVENTION ON BIOLOGICAL DIVERSITY

ECOSPRINTS

NET-POSITIVE SOLUTIONS

SF | LA | NY

PAST PROJECT HIGHLIGHTS | MATTER UNLIMITED

Matter Unlimited helps to grow mission driven brands, nonprofits, and foundations specializing in groundbreaking work with lasting impact for the social good with strategic rigor and storytelling bravery, specifically working with clients that tackle climate change and environmental justice.

CLINTON GLOBAL INITIATIVE

VR FILM | EAST AFRICA

FACEBOOK | YOUTUBE | OCCULUS

NIKE

MOVE TO ZERO

CLIMATE WEEK

CLIMATE WORKS FOUNDATION

AMPLIFYING CLIMATE PHILANTHROPY

BRANDING

PROJECT PARTNERS | EXECUTIVE DIRECTION & EXECUTIVE PRODUCTION

Millennium ART bridges the gaps between vision, expression, understanding, and action by connecting diverse audiences to a set of unified values that embrace social progress towards a peaceful, equitable, and sustainable future. Over the past 17 years we have designed and produced dozens of international exhibitions, interactive installations, and cause-related experiences in partnership with the United Nations System (UNDGC, UNDPI, UNFCCC, UNESCO, UNEP, UNWF, etc.), generating new perspectives through the important roles of art, culture, education, environment, science, and technology in contemporary society.

http://www.millenniumart.org

DreamlandXR is a world leader in XR technology integration including Virtual Reality (VR), Augmented Reality (AR), and 3D holograms. Dreamland exists at the epicenter of the immersive entertainment movement for a new socially distanced world. Dreamland uses the power of advanced entertainment technologies to create meaningful mixed reality events, bringing in incredible talent, such as world-class creative event firm **Fresh Wata**, pioneering VR DJ Celeste, leading immersive VR world builders Cause+Christi, and award-winning Proto live beam holograms, to provide global audiences with uplifting, interactive experiences where everyone has a chance to participate in live events in the Metaverse and beyond.

https://dreamlandxr.com/ https://freshwata.com/

PROJECT PARTNERS | CREATIVE TECHNOLOGY

Minds Over Matter (MoM) is a design lab created by the founders and creative team behind Obscura Digital. Since we started Obscura back in 2000, we've worked with many Fortune 50 companies and philanthropic organizations. We've had the opportunity to creatively lead billion-dollar product developments and initiatives for major companies and have reached over 4 billion people with our environmental communications campaigns. MoM specializes in creative ideation content, production, technical, direction, architectural integrations, product development, experiential design, communication strategy, systems engineering, and pre-visualization.

https://mom.design/

dandelion + burdock is a leading international digital collaborator and content producer for creative technology platforms, that for over a decade has been conceiving, realizing and elevating impressively immersive projects. With a uniquely design driven constellation of departments, we thrive on projects that integrate disciplines, creating unprecedented technical solutions for compelling concepts in special event scenarios. As content driven partners, launching strategy, design and production our goal is to realize award winning interactive content that makes a lasting cultural impact.

https://dandelion-burdock.com/

PROTO is the first device that lets people beam themselves to a location thousands of miles away and interact with people there. You can call it telepresence, or even holoportation, but it’s real right now. PROTO has a world class technology and creative team, that develops its global cloud based streaming & content management platform. PROTO’s devices have already appeared at Comic-Con, the Saturn Awards, the televised iHeartMusic Festival, and the Emmys Red Carpet. PROTO, founded by David Nussbaum in Los Angeles in 2019, has been named one of the top tech stories of by Forbes and other media outlets.

https://www.protohologram.com/

PROJECT PARTNERS | TRACKABLE ACTION

Planet Home is an environmental solutions platform dedicated to solving issues like climate change and pollution to bring us to a more sustainable future. Planet Home is a place to discover and experience a way of living better. There are thousands of simple things we can do differently that are more efficient and healthier for ourselves, our families, our communities and our planet. We're a network of Solutionists passionate about making a positive impact on our lives, our communities, and our planet. Planet Home's EcoSprints help people make an impact the planet in hands-on workshops led Solutionists paired with subject matter experts.

https://planethome.eco/

AWorld helps people live sustainably in the modern world. The AWorld app can be used by the pubic, collaborators, associations, employees, clients, and students who want to measure their impact, as each one of us can make a difference. AWorld was selected as the official platform to support the United Nations' #ACTNOW campaign for individual action on climate change and sustainability, which has already tracked over 3 million climate actions taken around the world. AWorld is a platform for tracking action and a mobile app that guides and incentivizes people to live more sustainably and take action for a healthier you and a healthier planet. Our choice matters. Our actions count.

https://aworld.org/

PROJECT PARTNERS | MARKETING & EVENT PROMOTION

Matter Unlimited is an award-winning global strategic and creative consultancy built for the purpose-led economy. We are situated at the intersection of culture, capital, and cause, leveraging this unique perspective to create impactful solutions to service our client's needs. We are situated at the intersection of culture, capital and cause. From ESG Strategy and narrative development, to issue driven campaigns, we leverage our unique perspective to create impactful solutions to service our clients' needs. Matter Unlimited collaborates with stakeholders to bring creative work to life for results with consistent execution that is sustainable and scalable.

https://matterunlimited.com/

AltspaceVR is the premier platform for live, mixed reality Events and experiences, containing infinite opportunities for human connection and collaboration. With this app, you can create or attend a seemingly endless array of virtual Events. Live concerts, conferences, comedy shows, festivals, tech talks, team meetings, remote collaborations, we've got it all! And thanks to our expressive avatars, spatial sound, and immersive virtual environments, AltspaceVR allows people to feel like they're together even when oceans apart. AltspaceVR is a social VR platform that was founded in 2013 and launched its initial product in May 2015. In 2017 it was acquired by Microsoft and is now part of the Mixed Reality division within the Cloud and AI group.

https://altvr.com/

TEAM LEADERSHIP | #ACTNOW LIVE VIRTUAL REALITY EXPERIENCE

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Founder & Executive Director
Millennium ART International
Missoula, MT, USA

DREAMLANDXR

Christopher Crescitelli
Founder & Executive Producer
DreamlandXR
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BOUTIQUE ELECTRONIQUE

Celeste Lear
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