



ACTNOW LIVE VIRTUAL REALITY EXPERIENCE

Journey into 2030 to **#SoundTheAlarm** @ActNowVR

USING TRANSFORMATIVE METAVERSE TECHNOLOGIES TO CATALYZE CLIMATE ACTION AND
PROTECT BIODIVERSITY THROUGH NATURE-BASED SOLUTIONS TO AVOID TIPPING POINTS

ACTNOW

SUSTAINABLE
DEVELOPMENT
GOALS

DECADE
OF >>>
ACTION



UNITED NATIONS DECADE ON
**ECOSYSTEM
RESTORATION**
2021-2030

@ACTNOWVR IS PRESENTED BY MILLENNIUM ART & METACITIES IN SUPPORT OF
THE UNITED NATIONS' CAMPAIGN FOR INDIVIDUAL ACTION ON CLIMATE CHANGE AND SUSTAINABILITY



2020 UN BIODIVERSITY CONFERENCE

COP 15 - CP/MOP10-NP/MOP4

Ecological Civilization-Building a Shared Future for All Life on Earth

MONTREAL, CANADA 2022

SOUNDING THE ALARM FROM COP27 & COP15 | LAUNCHING A CALL TO ACTION FOR 2023

ANTONIO GUTERRES, UN SECRETARY-GENERAL

"I'm here to **SOUND THE ALARM!** The world must wake up. We're on a highway to climate hell with our foot still on the accelerator, putting the world on course for climate catastrophe. Greenhouse gas emissions keep growing, global temperatures keep rising, and our planet is fast approaching *tipping points* that will make climate chaos irreversible."

MARCO LAMBERTINI, DIRECTOR-GENERAL, WWF INTERNATIONAL

"Human activities are driving and accelerating biodiversity loss, which in turn is undermining our ability to limit global warming to 1.5°C. Entire ecosystems are *heading toward collapse*, with devastating consequences for people and planet."

CARLOS NOBRE, EARTH SYSTEM SCIENTIST, UNIVERSITY OF SAO PAULO, BRAZIL

"Science has highlighted the risk of climate *tipping points* for a long time, but sometimes in COP negotiations people don't talk about the risks, and it needs to be taken seriously when negotiating global agreements to avoid out of control temperatures setting off nasty feedback loops and runaway climate change."



United Nations
Climate Change

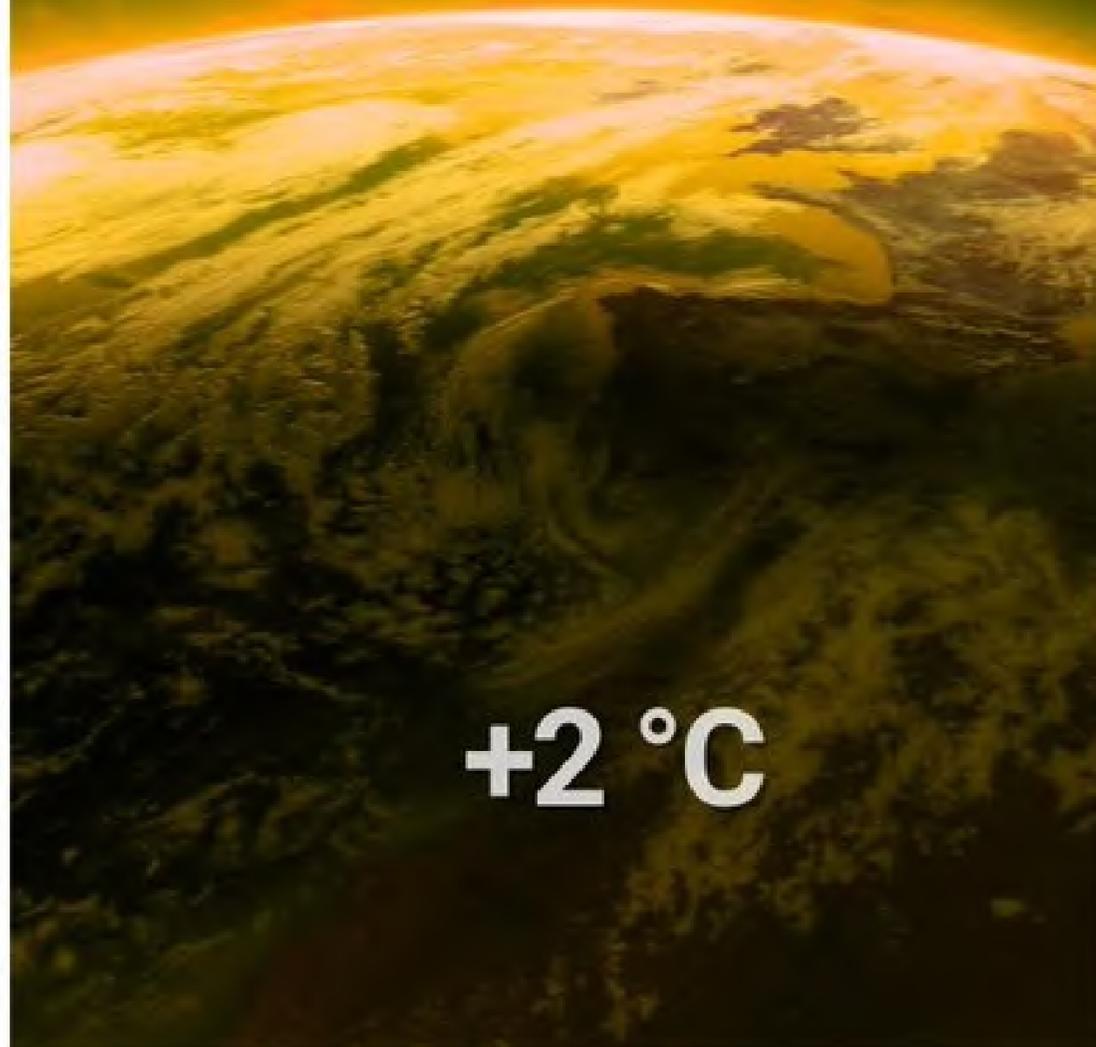
VISUALIZE THE PATHWAYS TO 2030 AND MAKE YOUR CHOICE @ACTNOWVR

The different



+1.5 °C

futures that



+2 °C

lie ahead.



+3 °C



SOCIAL ACTIVATION | #SoundTheAlarm @ActNowVR

#SoundTheAlarm @ActNowVR is an accessible crowd-sourced global social activation initiative that utilizes Metaverse technologies in revolutionary new ways to help encourage courageous public participation by *heeding the call to action with your passion* in making a collective impact to halt biodiversity loss and prevent runaway climate change.

SOCIAL ACTIVATION TOOLKIT

- Live Virtual Reality Experience
- App for Tracking Action
- Social Media Kit
- Logo Stencils
- Art Posters and Signs
- Megaphones
- Mess Kit and Canteen
- Sustainable Apparel Line

#SoundTheAlarm @ActNowVR

Logo design by Toby Putnam

Now is the time to declare a state of planetary emergency. We need to match the risk with the necessary action to protect the global commons for our future. To uphold the creative legacy of Mother Nature, we must empower Indigenous Peoples, Local Communities, and Conservation Workers to restore damaged habitats and preserve and protect what is left.

By providing creative toolkits for social activation and cultural mobilization through an easily accessible virtual one-stop-platform for activists and campaign supporters, people can make an impact by delivering not just a message, but the embodiment of action, a participatory experience that brings new perspectives that make climate change mitigation and adaptation an integrated part of life for the long-range future, not a temporary forced issue.

ACTNOW LIVE VR EXPERIENCE

In 2022, Millennium ART and DreamlandXR created a pilot for a groundbreaking *hybrid live / virtual reality experience* utilizing *Metaverse* technologies inside Microsoft's *AltspaceVR* social platform with custom-built 3D environments that promote new perspectives and encourage transformational change by celebrating diversity, equity, and inclusion in moderated safe social gatherings for anyone from anywhere!

By hosting internationally accessible live events 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, educational and technological means. Mindsets shift when individuals are deeply immersed in a place or feeling, which is a vital component to elicit and reinforce motivation for change.

@ActNowVR Global Launch | 22 APRIL 2023!





@ACTNOWVR CROSS-PLATFORM ACTIVATIONS IN THE METAVERSE

With momentum building from **CES 2023**, the most influential tech event in the world that took place in January, we are ready to harness the most innovative breakthrough technologies available for hosting live mixed reality cross-platform experiences in the **Metaverse / Web3** to maximize the nexus of **'technology for good'** and increase audience reach and participation. Currently there are an estimated **171 million VR users** worldwide.



Interactive and immersive VR experiences are supported on various platforms in **3D mode** with HTC Vive XRElite/Pro, Oculus Rift/RiftS, Quest/Quest2, Windows Mixed Reality headsets, and more, and also supported in **2D mode** directly on a PC or Mac *without a VR headset*, as well on mobile devices with **web-based browsers**, such as Android Phone/Tablet and iPhone/iPad, making it accessible for all to participate in live virtual reality events or watch live-streamed events broadcast from within the Metaverse.



For the **ActNow Live Virtual Reality Experience** in 2023, participants will be able to create a personal avatar in their likeness, invite friends, family, colleagues, employees, students, and community groups to join them LIVE, remotely, thus eliminating CO2-emitting travel. Participants can walk down the "green-carpet", take selfies sharable on social media, portal into highly creative, interactive, educational 3D worlds, listen to storytellers and performers beamed-in or streamed-in live, download the ActNow App, and catalyze climate action to protect biodiversity.



METAOSLO VR EXPERIENCE

The main entry portal for the ActNow Live Virtual Reality Experience is anchored in **MetaOslo**, where virtual world travelers are immersed in the Bjørvika cultural district on the shores of the inner Oslofjord in Norway, including the Oslo Opera House, Munch Museum, Central Library, and SALT. MetaOslo features live architectural projection mapping shows, live musical acts and performances, and live celebrations of UN International Days on **22 APR, 22 MAY, and 08 JUN 2023**. From MetaOslo, participants can portal into each unique VR world tipping point experience.



2030 ACTNOWVR HUB | VIRTUAL SUSTAINABLE VENUE FOR TRANSFORMATIVE ACTION



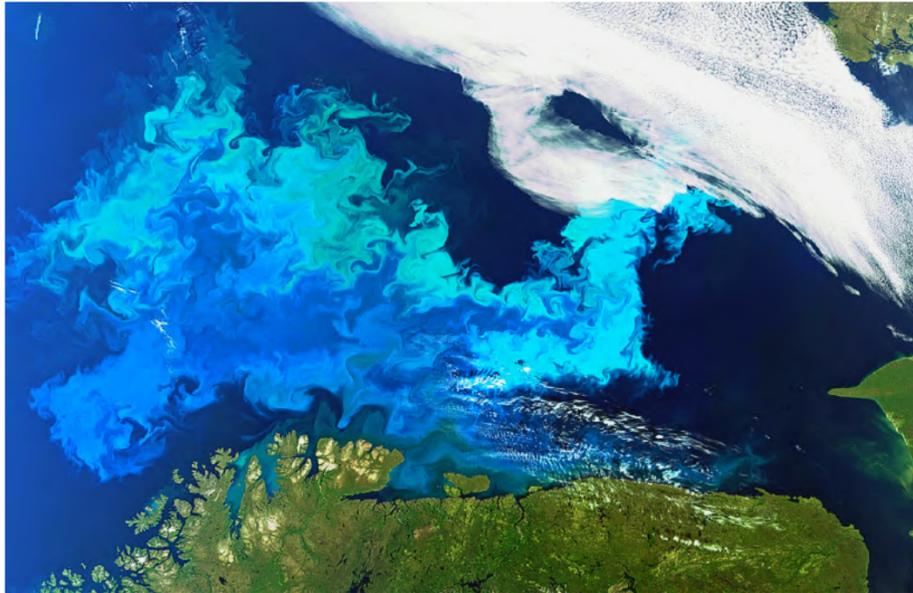
From **MetaOslo**, avatars enter the **2030 ActNowVR Hub**, a futuristic, sustainable auditorium to host monthly workshops for youth (ages 18-29) and presentations by world renowned guest speakers participating LIVE via avatar or holoportation to discuss Nature-based solutions (NbS). The Transformative Action Center at the 2030 ActNowVR Hub equips visitors with knowledge for transitioning to an Ecological Civilization with Ecosystem Restoration at its heart.



2030 PRESENTS A KEY MOMENT FOR PEOPLE TO PROTECT OUR PLANET

WE ONLY HAVE 8 YEARS LEFT TO ACHIEVE THESE GOALS!

It's time to [#SoundTheAlarm](#) [@ActNowVR](#)



"Ensure the integrity of all ecosystems, including oceans, and the protection of biodiversity, recognized by some cultures as Mother Earth, by **2030**."

UN FCCC - Paris Agreement



"At least 30% of the planet should be protected by **2030** to prevent the destruction of biodiversity and to safeguard lands, water, and wildlife."

UN Convention on Biological Diversity



"Biodiversity and ecological restoration play essential roles in efforts to achieve the **2030** Agenda for Sustainable Development and the 17 SDGs."

UN Environment Programme

CLIMATE TIPPING ELEMENTS IN THE EARTH SYSTEM AS PER THE KÖPPEN CLIMATE CLASSIFICATION:

1. CRYOSPHERE | Melting Ice Entities

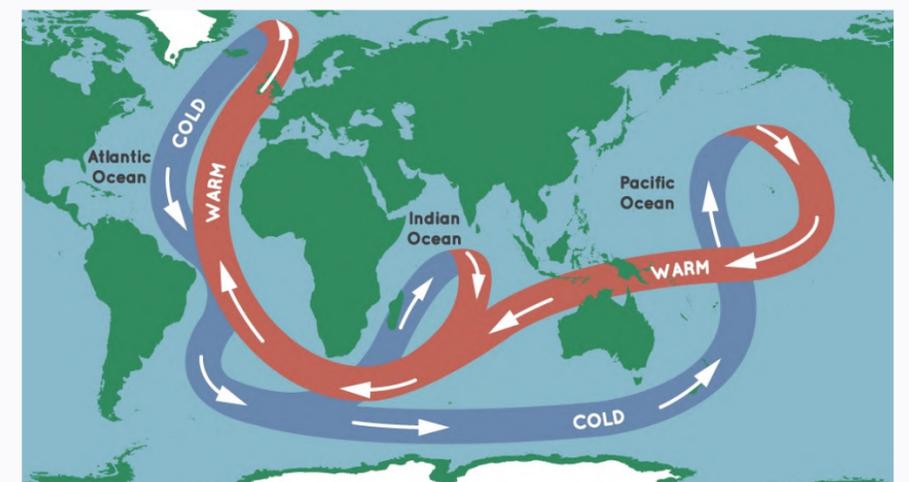
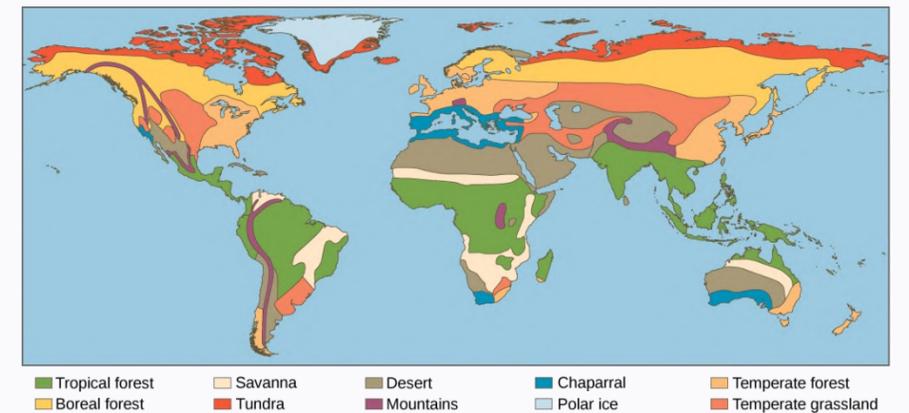
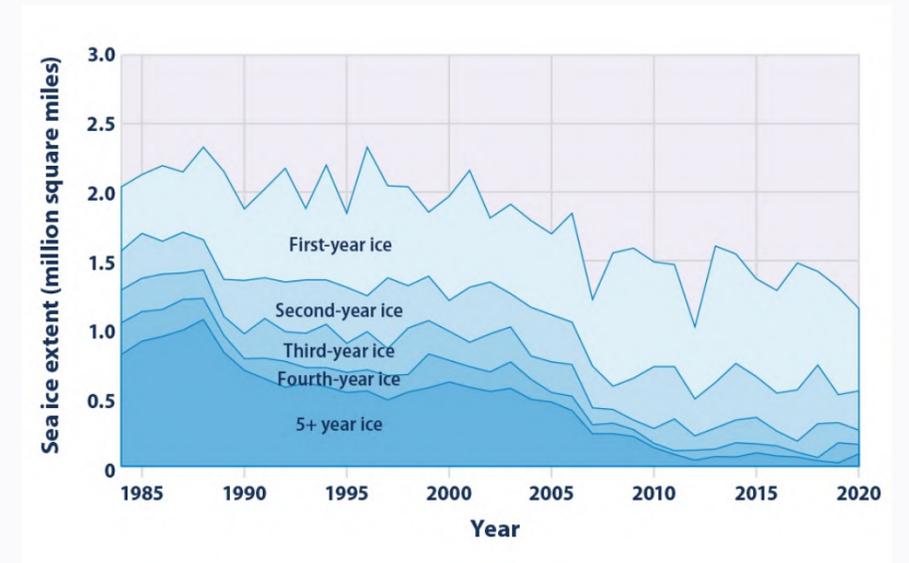
- ✓ Melting of Arctic Sea Ice
- ✓ Melting of Alpine Glaciers
- ✓ Disintegration of the Greenland Ice Sheet
- ✓ Disintegration of the West Antarctic Ice Sheet
- ✓ Partial Collapse of Ice Sheet in East Antarctica
- ✓ Thawing and Loss of Arctic and Siberian Permafrost (and Methane Hydrates)

2. BIOMES | Large-Scale Ecosystems Die-Off / Dieback

- ✓ Destruction and Die-Off of Coral Reefs
- ✓ Transformation of the Amazon Rainforest (Dieback / Savanification)
- ✓ Shift of the Northern Boreal Forests (Tundra to the North / Dieback to the South)

3. CIRCULATION | Changing Ocean and Atmosphere Patterns

- ✓ Monsoon Shift (Indian and West African)
- ✓ Slowdown/Shutdown of the Atlantic Meridional Overturning Thermohaline Circulation
- ✓ Disruption of the South Pacific Oscillation and Strengthening of the El Niño Phenomenon



2023 ACTNOW LIVE VIRTUAL REALITY EXPERIENCE PROGRAM SCHEDULE

22 APR - 08 JUN | #SoundTheAlarm @ActNowVR | 2030 ActNowVR Hub, MetaOslo

Thematic Architectural Projection Shows on the facade of the Oslo Opera House

Transformative Action Auditorium for Guest Speakers, Youth Workshops, and Live Musical Acts

Resource Center with info on the UN's ActNow campaign & UNEP's Decade on Ecosystem Restoration

SAT 22 APR | UN International Mother Earth Day | CRYOSPHERE

Arctic Sea-Ice VR world portal to: Svalbard, Norway

Permafrost VR world portal to: Siberia

Ice Sheets VR world portal to: Greenland & Antarctica

Alpine Glaciers VR world portal to: Andes & Himalayas

MON 22 MAY | UN International Day for Biological Diversity | BIOMES

Coral Reefs VR world portal to: Great Barrier Reef & Coral Triangle

Forests VR world portal to: Amazon Rainforest & Boreal Forest

Biodiversity Hot Spots VR world portal to: Madagascar & Democratic Republic of Congo (DRC)

WED 08 JUN | UN World Oceans Day | CIRCULATION

Monsoon Shift VR world portal to: India & West Africa

Ocean Currents VR world portal to: Atlantic Meridional Overturning Thermohaline Circulation

& Disruption of the South Pacific Oscillation and Strengthening of the El Niño Phenomenon



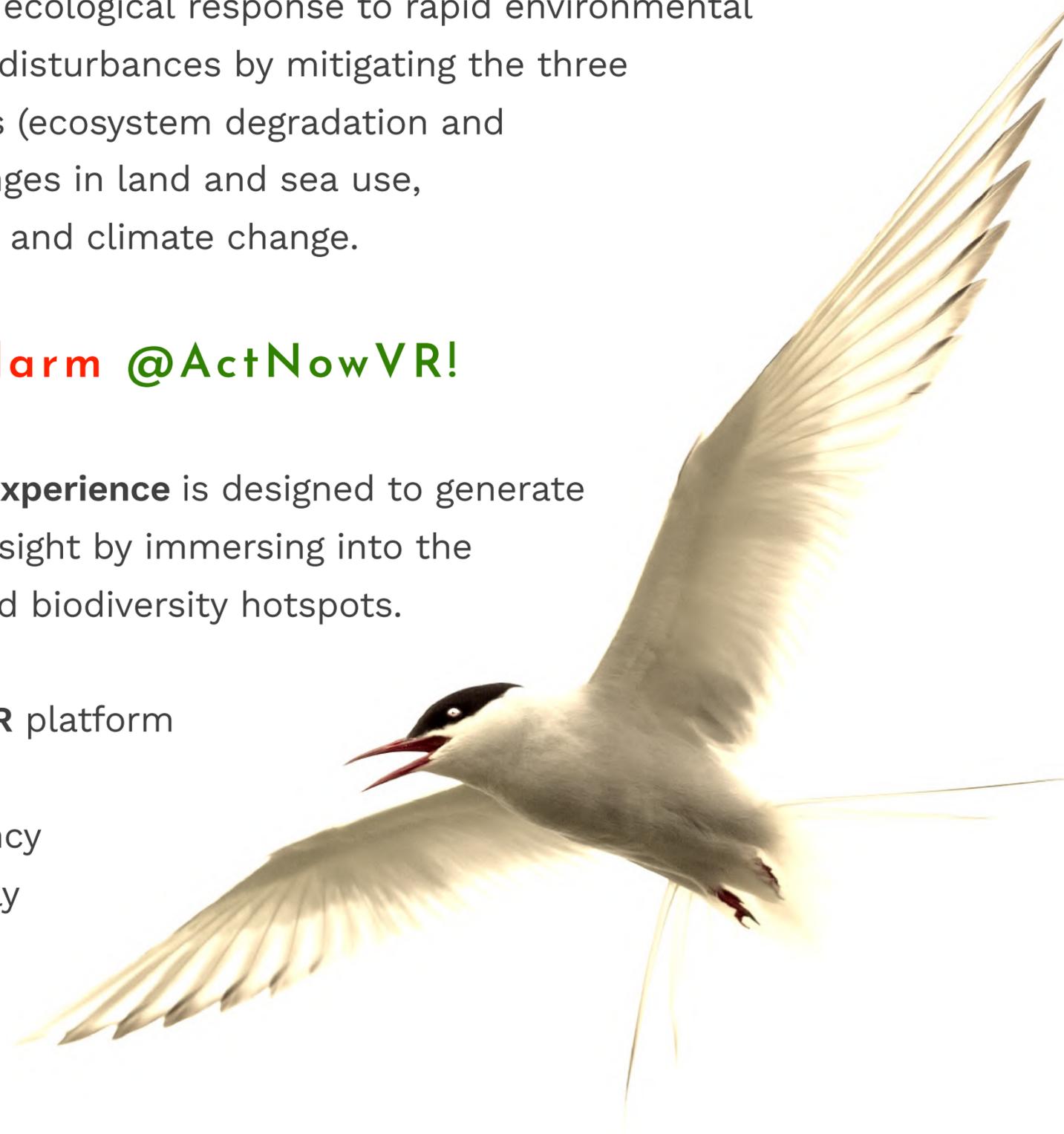
CALL TO ACTION

Humanity needs to accelerate an ecological response to rapid environmental change caused by anthropogenic disturbances by mitigating the three biggest drivers of biodiversity loss (ecosystem degradation and species extinction) including changes in land and sea use, the direct exploitation of species, and climate change.

It's time to **#SoundTheAlarm @ActNowVR!**

The **ActNow Live Virtual Reality Experience** is designed to generate transparency, unity, clarity, and insight by immersing into the planet's climate tipping points and biodiversity hotspots.

We are launching the **@ActNowVR** platform in 2023 to **#SoundTheAlarm** and help raise the ambition and urgency for governments to adopt critically needed goals to shift the course we are heading on towards 2030.



DASHBOARD

Species on the IUCN Red List
41,415

Endangered Species on
the Brinks of Extinction
16,306

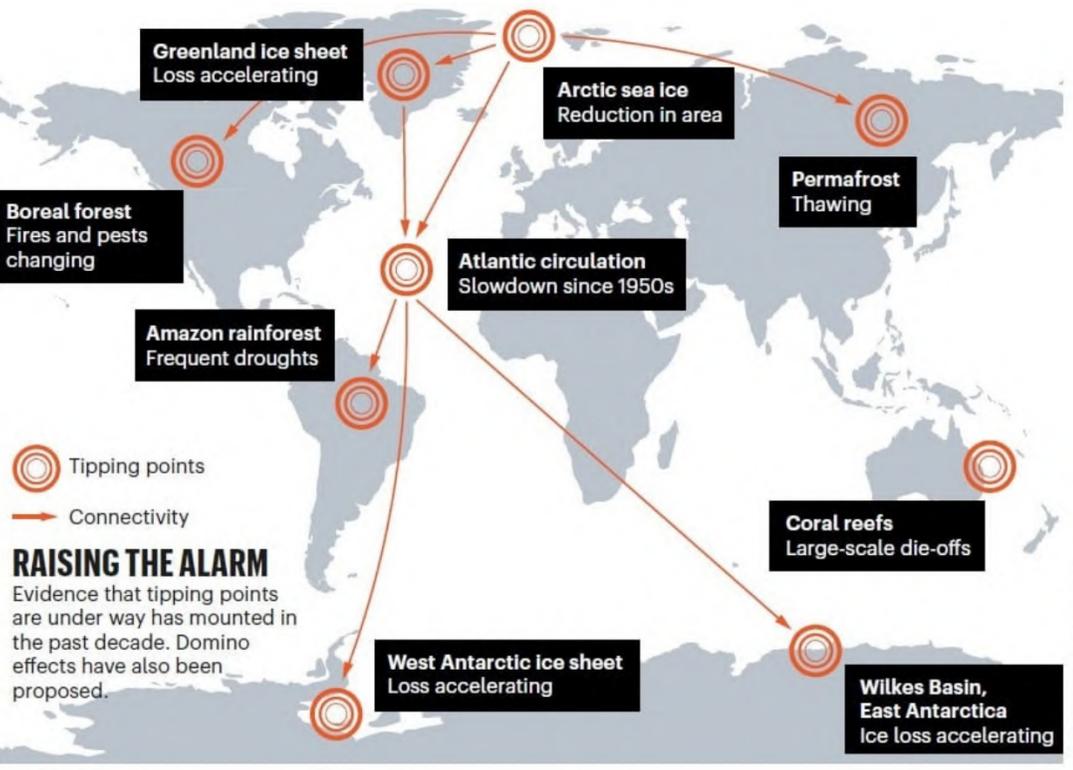
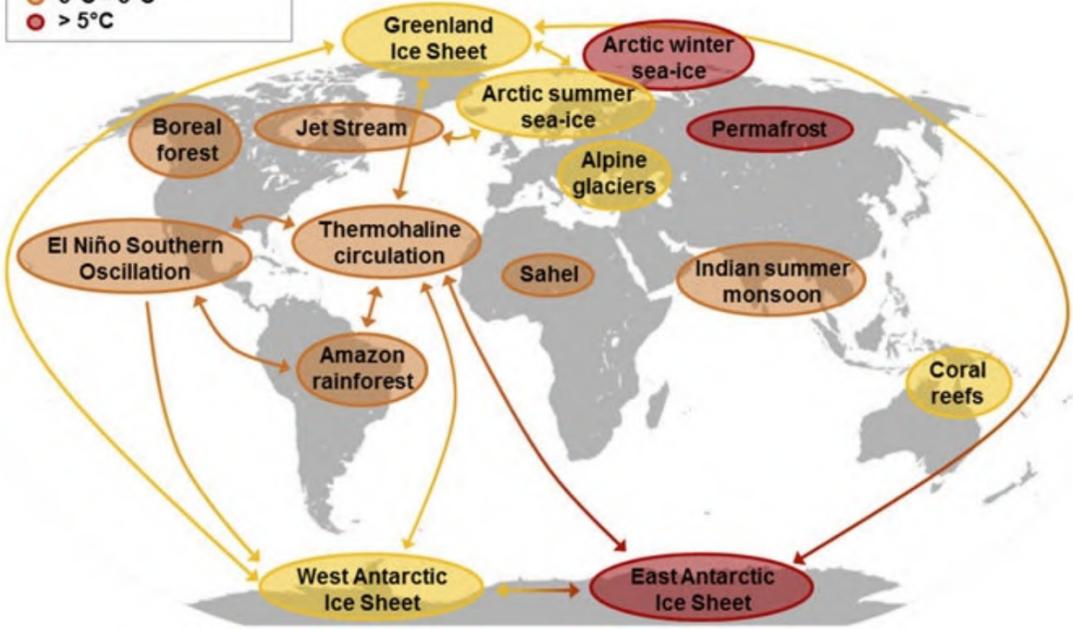
Indigenous Languages
Threatened with Extinction
3,045

Highest Level of CO2
420 ppm

Arctic Sea Ice Minimum Extent
3.4M km² / 1.3M mi²

Activated Climate Tipping Points
9 out of 15

Tipping elements at risk:
 ● 1°C – 3°C
 ● 3°C – 5°C
 ● > 5°C



VISUALIZING EARTH'S CHANGING CLIMATE

Current climate change models lack comprehensive inclusion of the data available on the real risks of climate disruption, in fact, the Paris Agreement only makes note of "biodiversity" once.

[@ActNowVR](#), a Live Virtual Reality Experience, provides a universal dashboard accessed across multiple media platforms that keeps a real-time pulse on the planet's climate tipping points, monitors data on biodiversity and the drivers of change, accelerates Indigenous and science-based knowledge sharing around climate mitigation and adaptation strategies and Nature-based solutions (NbS).

[#SoundTheAlarm](#) campaign content helps participants understand the facts by visualizing what happens at the crossroads ahead of us on the path to 2030: constraining global warming to well below 2°C above pre-industrial levels, ideally 1.5°C, versus an unmitigated scenario above 3°C.

We engage Non-State Actors, including civil society, NGO's, private financial institutions, and corporations by tracking actions pledged on the road to 2030 pinpointed on our interactive globe via geolocation.

SOURCE: T. M. LENTON ET AL.

TIPPING POINTS

Nine climate “tipping points” where rising global temperatures could push parts of the Earth system into irreversible change

Greenland ice sheet disintegration

Irreversible retreat of the ice sheet caused by rising temperatures

Sea level rise (2-7m)

Permafrost loss

Abrupt increase in emissions of CO₂ and methane through the thawing of frozen carbon-rich soils

Greenhouse gas release

Amplified warming

Atlantic meridional overturning circulation breakdown

Shutdown of the AMOC caused by an increased influx of freshwater into the North Atlantic

Regional cooling

Sea level rise

Boreal forest shift

A shift in boreal forests, seeing expansion into tundra to the north and dieback to the south

Ecological shift

Regional warming

Biodiversity loss
Decreased rainfall

Amazon rainforest dieback

Deforestation and hotter, drier conditions causing dieback of the rainforest and a shift towards savannah

Sea level rise (5m)

Collapse of the ice sheet triggered by persistent grounding-line retreat in one sector, cascading to other sectors

West Antarctic ice sheet disintegration

Ecosystem change

An abrupt change in Sahel rainfall, caused by a shift northwards (wetter) or southwards (drier) in the West African monsoon

West African monsoon shift

Decreased carrying capacity

The monsoon system could be weakened by higher aerosol emissions or strengthened by rising CO₂ emissions

Drought

Indian monsoon shift

Ecological change

Rising temperatures pushing corals beyond tolerable levels of thermal stress into an alternative state dominated by macroalgae

Coral reef die-off

● Melting

● Biome shift

● Circulation change

PLANETARY EMERGENCY | KEY MESSAGES | ACTNOWVR

- Urgent, effective, and ambitious action is required to avoid ecological collapse by addressing the **triple planetary threat** of **climate change**, **pollution**, and **biodiversity loss**, driven by emissions, deforestation, and agriculture.
- Without a clean, healthy, and sustainable environment the devastating effects of the current global climate crisis affects 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 reside in a **safe shelter**.
- 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 via solutions implemented by **Indigenous peoples**, **local communities**, and **civil society / youth**.
- All UN Member States should set **goals** by preparing human rights-based decarbonization plans to **reduce GHG emissions 45% by 2030**, and ecosystem restoration plans to **protect 30% of Earth's lands and seas by 2030**.



Eduardo Kobra, United Nations HQ, NYC

2030 GLOBAL BIODIVERSITY FRAMEWORK GOALS

1. *Reducing threats to biodiversity in terrestrial and marine ecosystems.*
2. *Meeting people's needs through sustainable use and benefit-sharing.*
3. *Providing tools and solutions for implementation and mainstreaming.*

The Framework has 21 action-oriented targets divided under these three overarching goals, providing a roadmap for implementation towards 2030.



DRIVERS OF ECOLOGICAL COLLAPSE: **TRIPLE PLANETARY THREAT**

CLIMATE CHANGE



POLLUTION



BIODIVERSITY LOSS





IMPLEMENTORS: ECOLOGICAL CIVILIZATION

INDIGENOUS PEOPLES



LOCAL COMMUNITIES



CIVIL SOCIETY / YOUTH





HUMAN RIGHTS: CLEAN, HEALTHY, AND SUSTAINABLE ENVIRONMENT

CLEAN AIR



POTABLE WATER



NUTRITIOUS FOOD



SAFE SHELTER



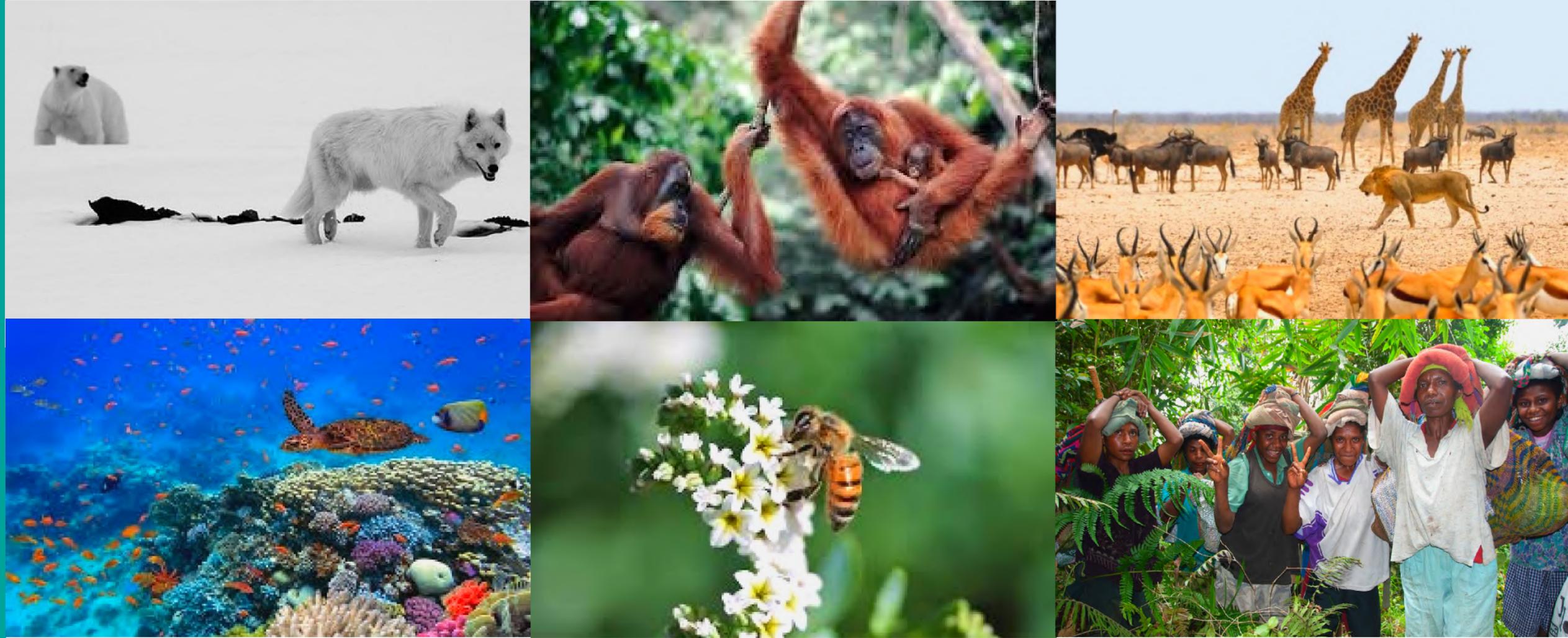


HUMAN RIGHTS



Human Rights plays a critical role in catalyzing climate action and implementing ecosystem restoration.

- The Convention on Biological Diversity (CBD) reports that the contributions of **Indigenous Peoples and Local Communities (IPLCs)** have been neglected and marginalized.
- **Traditional Knowledge (TK)** based on local experience must be developed, monitored, and mobilized for improved decision making for innovation and best practices.
- Indigenous territories are home to **80%** of the world's biodiversity, yet Indigenous Peoples comprise less than **5%** of the world's population.



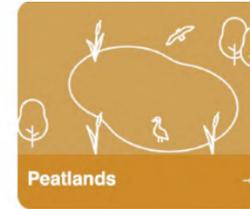
ECOLOGICAL CIVILIZATION - BUILDING A SHARED FUTURE FOR ALL LIFE ON EARTH

Acknowledging the urgency to address the world's climate and biodiversity crisis, governments from around the world convened and agreed to a new set of goals for nature over the next eight years through the [UN Convention on Biological Diversity post-2020 Global Biodiversity Framework](#).

The framework sets out an ambitious strategy to implement broad-based action to bring about a transformation in society's relationship with nature, rooted in traditional knowledge, to harmonize the contradiction between economic development and environmental protection, including biodiversity conservation, to **halt ecosystem decline and species extinction by 2030**.

7 - 19 December 2022

2020 UN BIODIVERSITY CONFERENCE
COP 15 - CP/MOP10-NP/MOP4
Ecological Civilization-Building a Shared Future for All Life on Earth
KUNMING - MONTREAL



The **UN Decade on Ecosystem Restoration** is a rallying call for the protection to halt degradation and maintain the revival of ecosystems all around the world, for the benefit of people and nature to achieve the Sustainable Development Goals. Only with healthy ecosystems can we enhance people's livelihoods, counteract climate change, and stop the collapse of biodiversity. To encourage the revival of ecosystems everywhere, UNEP has published the **Ecosystem Restoration Playbook**, a practical guide that provides an introduction to the range of actions that can slow and halt degradation and foster the recovery of eight key types of ecosystems. From the **2030 ActNowVR Hub's Transformative Action Center**, we encourage all parts of society - from individuals and community groups to businesses and governments to **TAKE ACTION, MAKE SMART CHOICES, and RAISE VOICES**, learn about Ecosystem Restoration Projects around the world, and join **#GenerationRestoration** by becoming an implementor!



SUSTAINABLE DEVELOPMENT GOALS



HARNESSING THE OPPORTUNITY TO ACT NOW 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. That's why it's time to [#SoundTheAlarm](#) [@ActNowVR!](#)



"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

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



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](#)



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](#)



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](#)



GLOBAL AUDIENCE ENGAGEMENT

NETWORK ACCESS TO 250 MILLION PEOPLE

- 192 National Delegations
- 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:

10,535,318



1. 5 MINUTE SHOWERS

2. DRIVE LESS

3. MEAT-FREE MEALS

4. LOCAL PRODUCE

5. RECYCLE

6. LIGHTS OFF

7. UNPLUG

8. REFILL & REUSE

9. ZERO WASTE FASHION

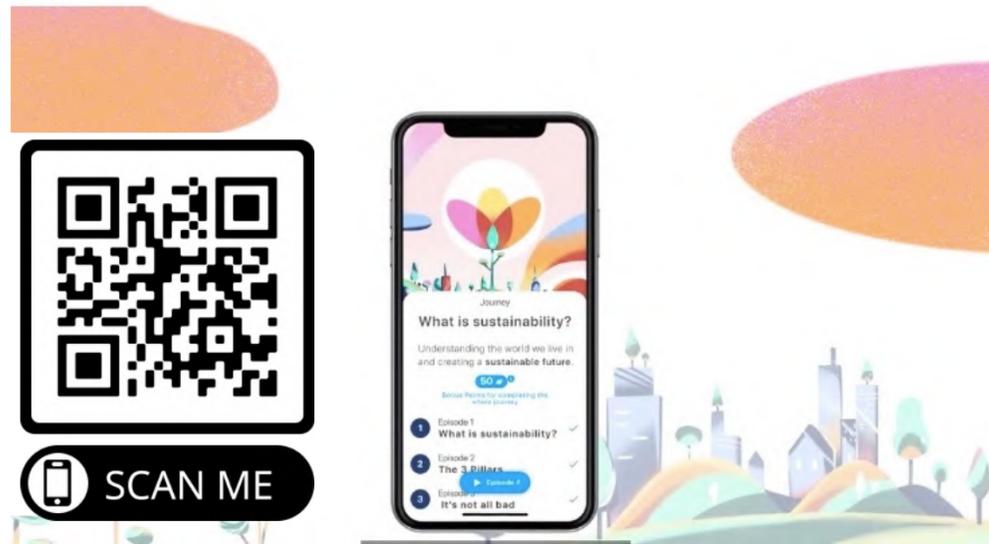
10. BRING YOUR OWN BAG

The United Nations ActNow campaign aims to inspire global citizens to take ten daily actions to confront the climate crisis. Act now for people and planet.

un.org/actnow • #ActNow



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



ACTNOW VR CHALLENGE 22 APRIL - 08 JUNE 2023

We will build upon the 10M+ 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 **#SoundTheAlarm @ActNowVR** 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 GEO-TAGGING EVENTS TAG YOUR ACTIONS EACH MONTH

Hosting a special event brings attention to and drives action towards the ACTNOW campaign. By logging personal actions and tagging your location, we can visualize the power of global collective actions from live events on **22 APR, 22 MAY, and 08 JUN.**

INTERACTIVE CAMPAIGN WEBSITE

The campaign website is designed to be a resource for creative content and visual design leading up to 2030, and a tool for mobilizing immediate action during the mission-critical year of 2023.

www.ActNowVR.org

Online Resources and Educational Toolkits

- Approved Creative Content for Allied Organizations
- Free Downloadable Creative Content for Social Media Channels and Websites
- Dynamic Dashboard and Data Visualizations
- One-Stop-Platform for Activists and Supporters
- Social Media Content Creation Tool
- E-Commerce Site stocked with sustainable, ethically sourced campaign merchandise
- Creative Brand Activations for 2023 Events



#SOUNDTHEALARM @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](https://www.instagram.com/actnowvr)

[WWW.ACTNOWVR.ORG](http://www.actnowvr.org)

WEBSITE

<http://www.actnowvr.org>

eventbrite

EVENTS

<https://bit.ly/ActNowVR>

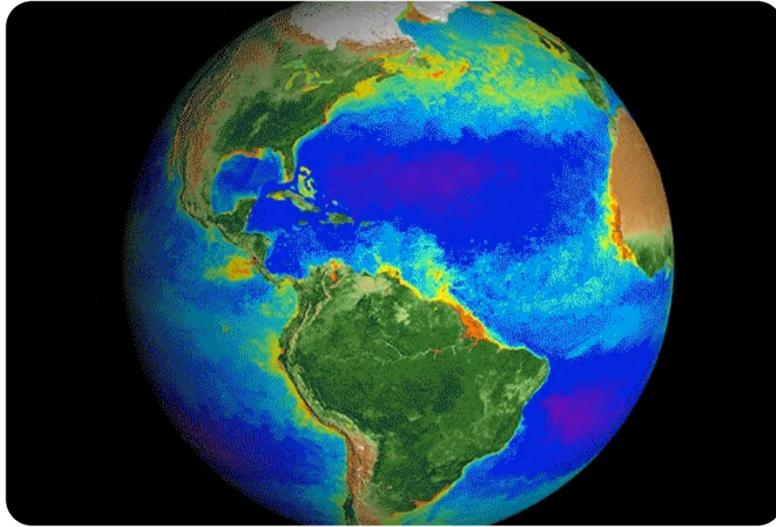


#SoundTheAlarm @ActNowVR



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.

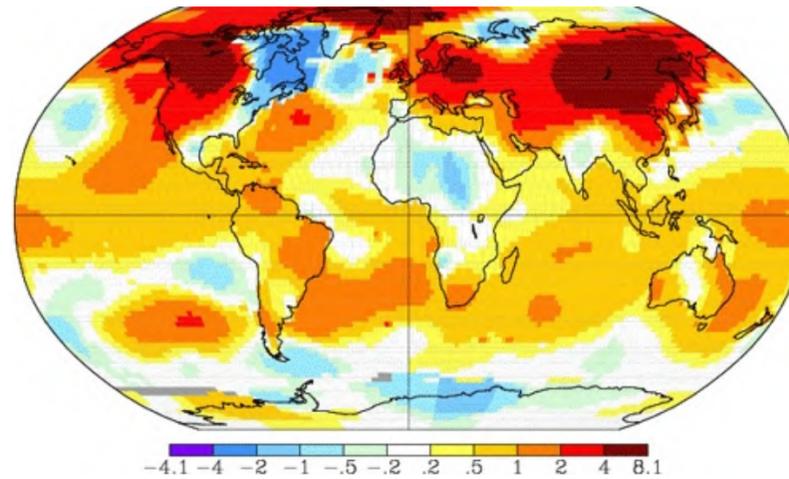


3D ANIMATIONS

Visual effects, 3D animation, and cinematic techniques bring stories and ideas to life.

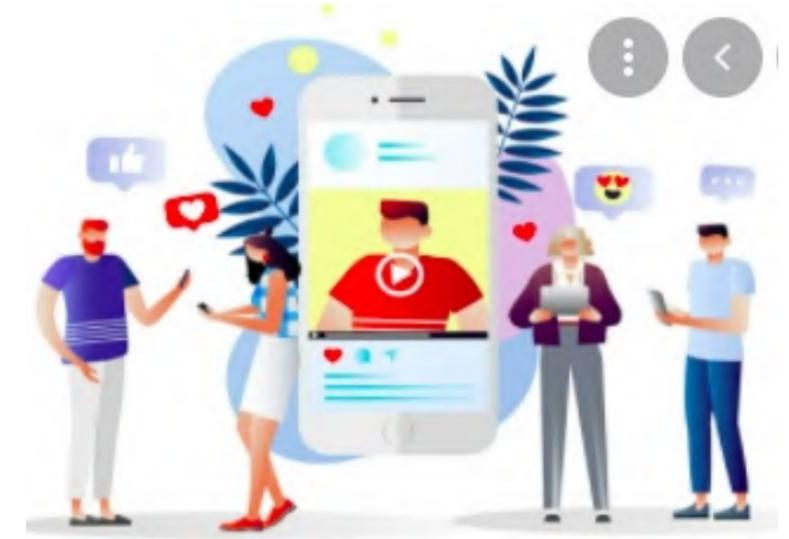
These include intricate narrative tales, created in lifelike worlds to illustrate campaign messaging for

#SoundTheAlarm @ActNowVR



REAL TIME DATA VIZ

Using live data to highlight **climate tipping points** and **biodiversity hotspots** provides compelling and relevant interactive experiences. 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. With our cross-platform publishing strategy we create, design, and reformat existing campaign content for localized storytelling to support the global call to **ACTNOW**.



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 individuals 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. 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 and make peace with Nature.

By participating, collaborating, and networking, we amplify the call to ACTNOW, instilling a sense of urgency that the Earth's stressed life-sustaining systems are worth protecting and 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.

اعملوا الآن

即刻行动

ACT NOW

AGISSONS

Действуйте сейчас

ACTÚA AHORA



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



ACTNOWVR
TEAM CAPABILITIES &
PROJECT PARTNERS

ACTNOW LIVE VIRTUAL REALITY EXPERIENCE | VR DEBUT IN THE METAVERSE AT THE WORLD EXPO IN DUBAI 2022

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.



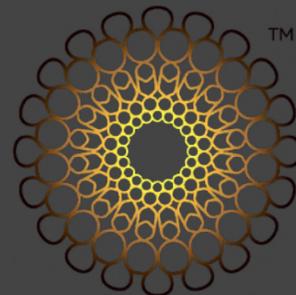
To have a truly immersive experience around the world, we invited participants to take a virtual journey with us to multiple global regions, including the Middle East, North America, South Asia, Asia, Africa and the Indian Ocean, Europe and the Arctic, Oceania, and Latin America.

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.

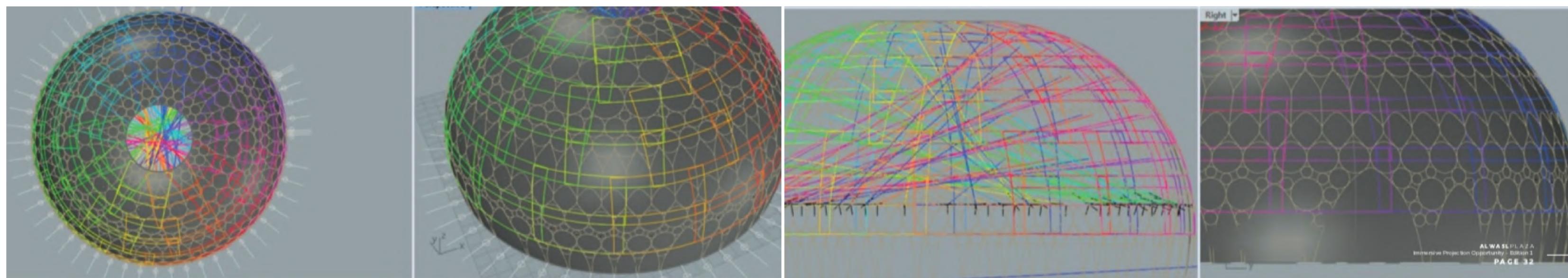
The international debut of the ActNow Live Virtual Reality Experience took place in the iconic Al Wasl Dome at the World Expo in Dubai. >> [WATCH VIDEO](#)

EXPO DUBAI THEME:

CONNECTING MINDS,
CREATING THE FUTURE

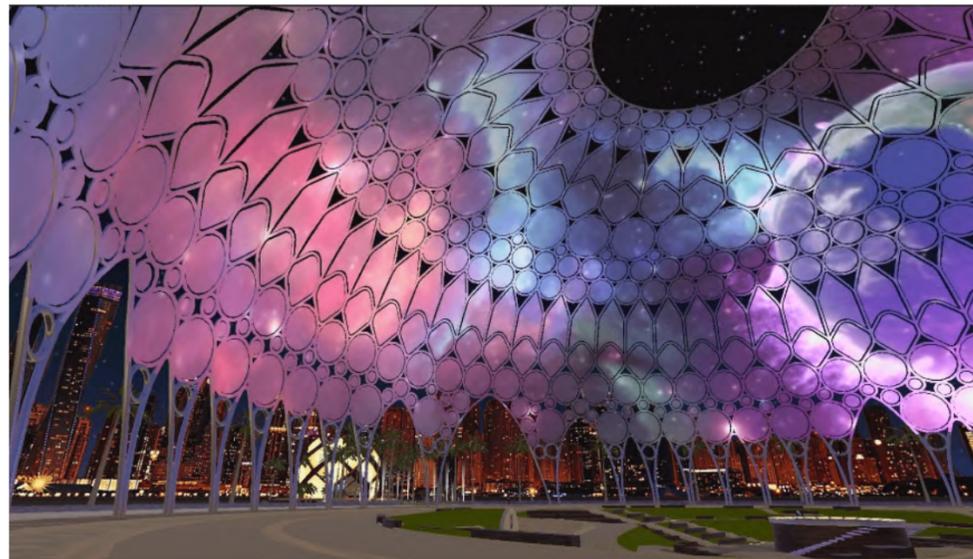


VIRTUAL WORLD BUILDERS



THE AL WASL DOME

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



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 took place over the span of the exposition. By creating a 'digital twin' of the Al Wasl dome architecture in the Metaverse, we provided 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 watched an architectural projection show on the interior facade of the dome, interacted with live participants from around the world, and took in-world actions that generate real-world results towards #ActNow for the SDGs campaign.

PAST PROJECT HIGHLIGHTS | MILLENNIUM ART

For the past two decades, Millennium ART's diverse team of creative technologists have been conceptualizing, curating, designing, directing, producing, and promoting large-scale, high-resolution, multimedia experiences across the planet to attract attention and drive action towards important international environmental events with the United Nations.



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



RACING EXTINCTION

PROJECTING CHANGE
EMPIRE STATE BUILDING
NEW YORK, NY USA

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 two decades 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>



MetaCities, from DreamlandXR, is a world leader in XR technology integration including Virtual Reality (VR), Augmented Reality (AR), and 3D holograms. MetaCities exists at the epicenter of the immersive entertainment movement for a new socially distanced world. MetaCities uses the power of advanced entertainment technologies to create meaningful mixed reality events, bringing in incredible talent, such as 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://meta-cities.com/>

PROJECT PARTNERS | CREATIVE TECHNOLOGY



Cause + Christi is a leading immersive XR production company specializing in mobile-optimized 3D environments and interactive experiences suited for live large multi-user virtual reality events. Since our inception we have been instrumental in the creation and execution of numerous high profile "metaverse" projects. Our company has facilitated virtual festivals, live entertainment, red carpet premieres, digital twinning, platform development, game design, corporate retreats, education, award ceremonies, theatrical productions, holographic projections, and so much more. We understand good production, and we deliver it.

<https://causechristi.com/>



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/>

PROJECT PARTNERS | TRACKABLE ACTION

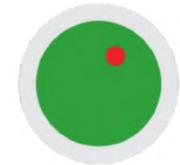


AWorld helps people live sustainably in the modern world. The AWorld app can be used by the public, collaborators, associations, employees, clients, and students who want to measure their impact, as each one of us can make a difference. AWorld was selected as the official platform to support the United 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/>



World Climate School



Norsk klimanettverk

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. WCS partnerships are made up of non-profit organizations, NGO's, youth clubs, and associations that support the main target group - young people in the age of 18 to 29 years old. WCS works in association with the Norsk klimanettverk and Klimafestivalen 112.

<https://worldclimateschool.net>

<https://www.norskklimanettverk.no/>

TEAM LEADERSHIP | #ACTNOW LIVE VIRTUAL REALITY EXPERIENCE

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CAUSE + CHRISTI



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