

# #ACTNOW FOR THE SDGs

## LIVE VIRTUAL REALITY EXPERIENCE & GLOBAL FESTIVAL



ELEVATING AMBITION, ACCELERATING ACTION, AND TRACKING COMMITMENTS MADE TOWARDS THE GLOBAL GOALS

**PRESENTED IN SUPPORT OF**  
THE UNITED NATIONS'  
CAMPAIGN FOR INDIVIDUAL  
ACTION ON CLIMATE CHANGE  
AND SUSTAINABILITY

**ACT NOW**  
**SUSTAINABLE DEVELOPMENT GOALS**

**DIRECTED & PRODUCED BY**  
MILLENNIUM ART  
DREAMLANDXR  
MINDS OVER MATTER  
AND A WORLD

## #ACTNOW FOR NATURE & BIODIVERSITY

### E. O. WILSON (1929 - 26 DEC 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 - 25 DEC 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. We need to move from thinking of nature as just something set aside in a protected area in the midst of a human dominated landscape, to a vision of humanity and its aspirations embedded in the planet's natural infrastructure."*



# LEADERSHIP IN THE POST COP26 WORLD

One 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. Life on Earth as we know it is sustained by accessibility to clean air, pure water, and fertile soil. This can only continue if we learn (or re-learn) to live in harmony with nature, striking a balance between environmental, social, and economic needs.



## 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



## POST COP26 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



**DECADE  
OF >>>  
ACTION**

**SUSTAINABLE  
DEVELOPMENT  
GOALS**



## 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 & Global Festival**, 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!**

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

**- UN Deputy Secretary-General**

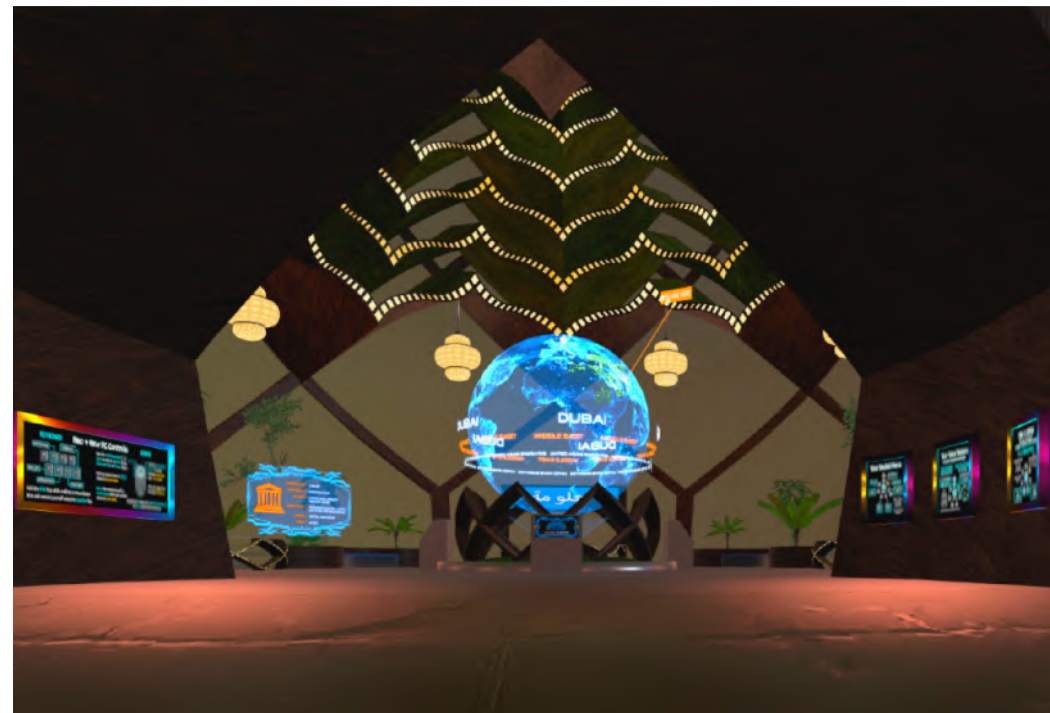
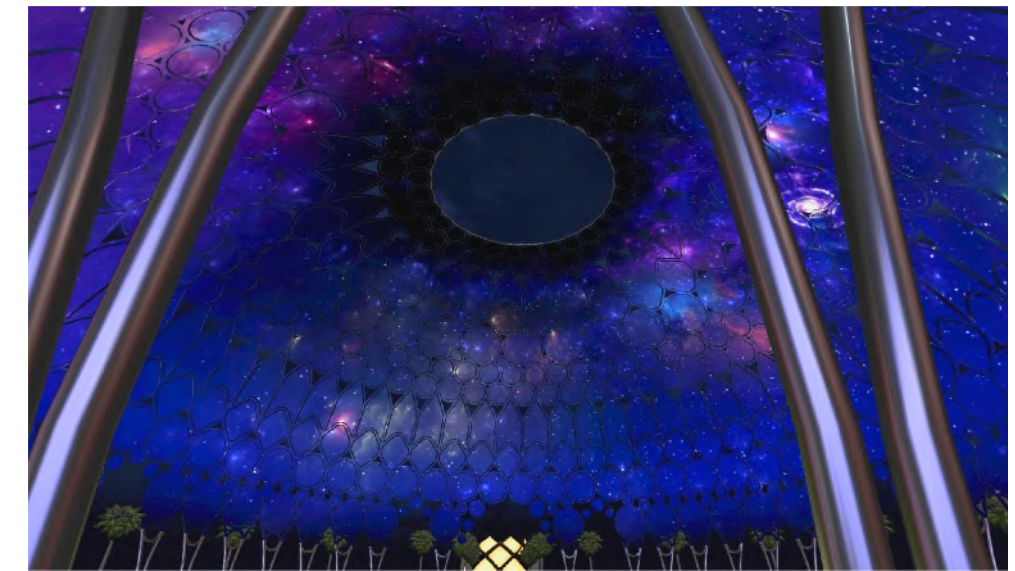
**Amina Mohammed**

## #ACTNOWVR EXPERIENCE

In 2022, Millennium ART and its creative technology partners, DreamlandXR, Mind Over Matter, and AWorld, are launching a groundbreaking *hybrid live / virtual reality experience* utilizing *Metaverse* technologies inside the *AltspaceVR* social platform with custom-built spaces that encourage new perspectives and transformational change.

By hosting internationally accessible live events that emphasize diversity, equity, and inclusion in a shared virtual environment, we circumvent the restrictions *COVID-19* has placed upon social gatherings and international travel. Now 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.

Mindsets shift when individuals are deeply immersed in a place or feeling, which is a vital component to elicit and reinforce motivation for change. The [#ActNowVR](#) experience is directly connected to the [#ActNow App](#) experience where individuals can log their daily sustainable actions, join challenges, and contribute to the collective global count.



# #ACTNOW FOR THE SDGS | GLOBAL VR FESTIVAL TIMELINE | JAN - AUG 2022

The United Nations designates specific days as occasions to mark particular events or topics in order to promote, through awareness and action, the objectives of the Organization, and the issues that fall within the scope of competencies of specialized agencies of the UN. For the purposes of the #ActNow Live Virtual Reality Experience and Global Festival, we have curated a selection of the following days to celebrate:

24 JAN



INTERNATIONAL  
DAY OF EDUCATION

20 FEB



WORLD DAY OF  
SOCIAL JUSTICE

08 MAR



INTERNATIONAL  
WOMEN'S DAY

22 APR



INTERNATIONAL  
MOTHER EARTH DAY

22 MAY



INTERNATIONAL DAY FOR  
BIOLOGICAL DIVERSITY

05+08 JUN



WORLD ENVIRONMENT DAY  
& WORLD OCEANS DAY

03 JUL



INTERNATIONAL DAY  
OF COOPERATIVES

09 AUG



INTERNATIONAL DAY  
OF THE WORLD'S  
INDIGENOUS PEOPLES

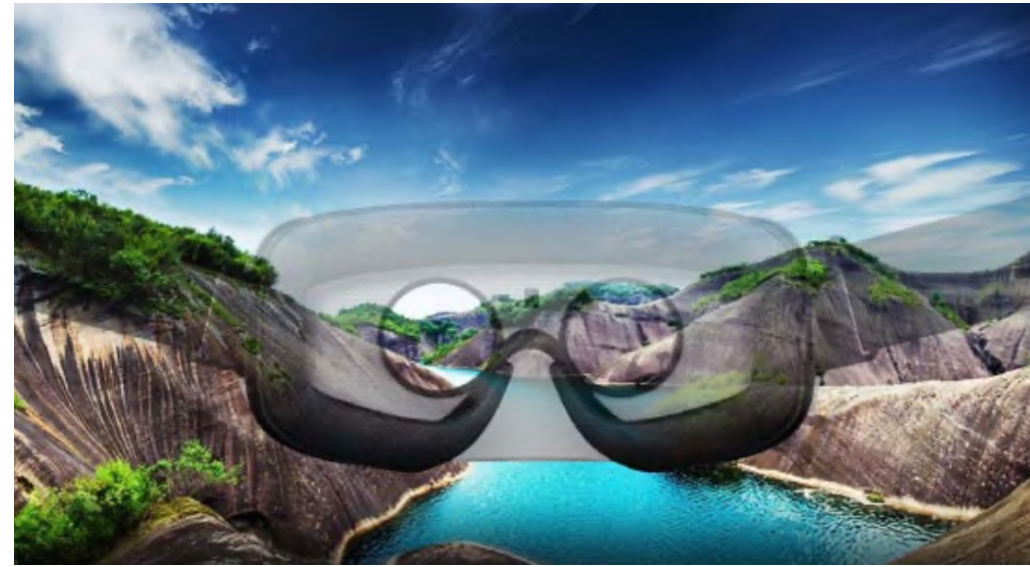
## #ACTNOW FOR THE SDGs LIVE IMMERSIVE VR EXPERIENCE | INTERNATIONAL DEBUT AT THE WORLD EXPO IN DUBAI



*"The United Nations' participation in EXPO 2020 Dubai reinforces the notion that by working together, we can not only overcome insurmountable challenges, but we can also fulfill a vision of a world where everyone thrives in peace, dignity, and equality on a healthy planet."*

**Maher Nasser** - Commissioner-General  
of the United Nations at EXPO 2020

[WWW.UN.ORG/EXPO2020](http://WWW.UN.ORG/EXPO2020)



### **EXPERIENCE ICONIC NATURAL AND ARCHITECTURAL LANDMARKS THROUGH VR**

To have a truly immersive experience around the world, we invite 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.

Between January and August of 2022, as part of the #ActNow VR Experience, once per month we will unveil a new custom-built virtual environment that digitally replicates an existing place, and we will host a 24 hour moderated live event with storytellers, performers, and artists. Each month participants will learn about different climate threats, SDG actions, and solutions.

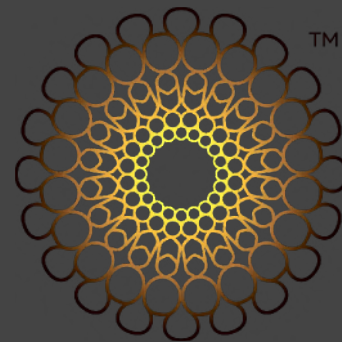
The international debut of the #ActNow Live Virtual Reality Experience will take place in the iconic Al Wasl Dome at the World Expo in Dubai, followed by 7 other locations to be revealed.

## THE WORLD EXPO

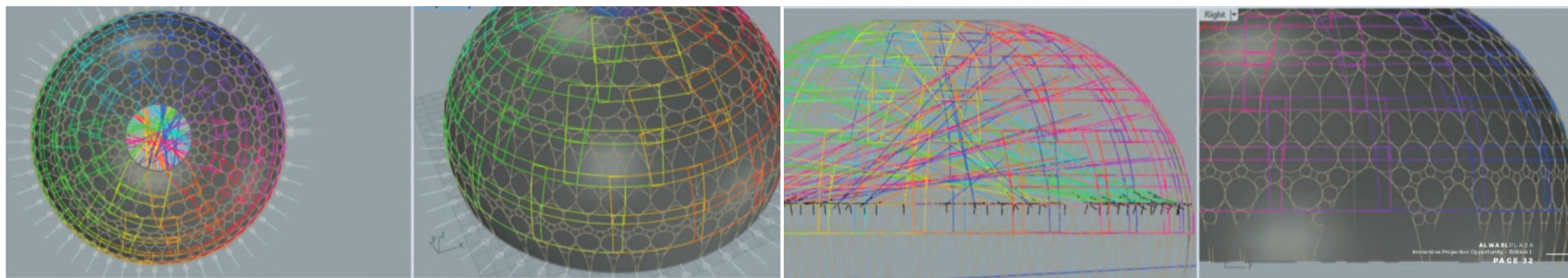
The World Expo is one of the oldest and largest events on the planet. Every five years, a city takes its turn to host the occasion, which lasts six months at a time and invites every country in the globe to take part in showcasing the best of what they have to offer. Its aim is to help people and nations 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







## THE AL WASL DOME

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.

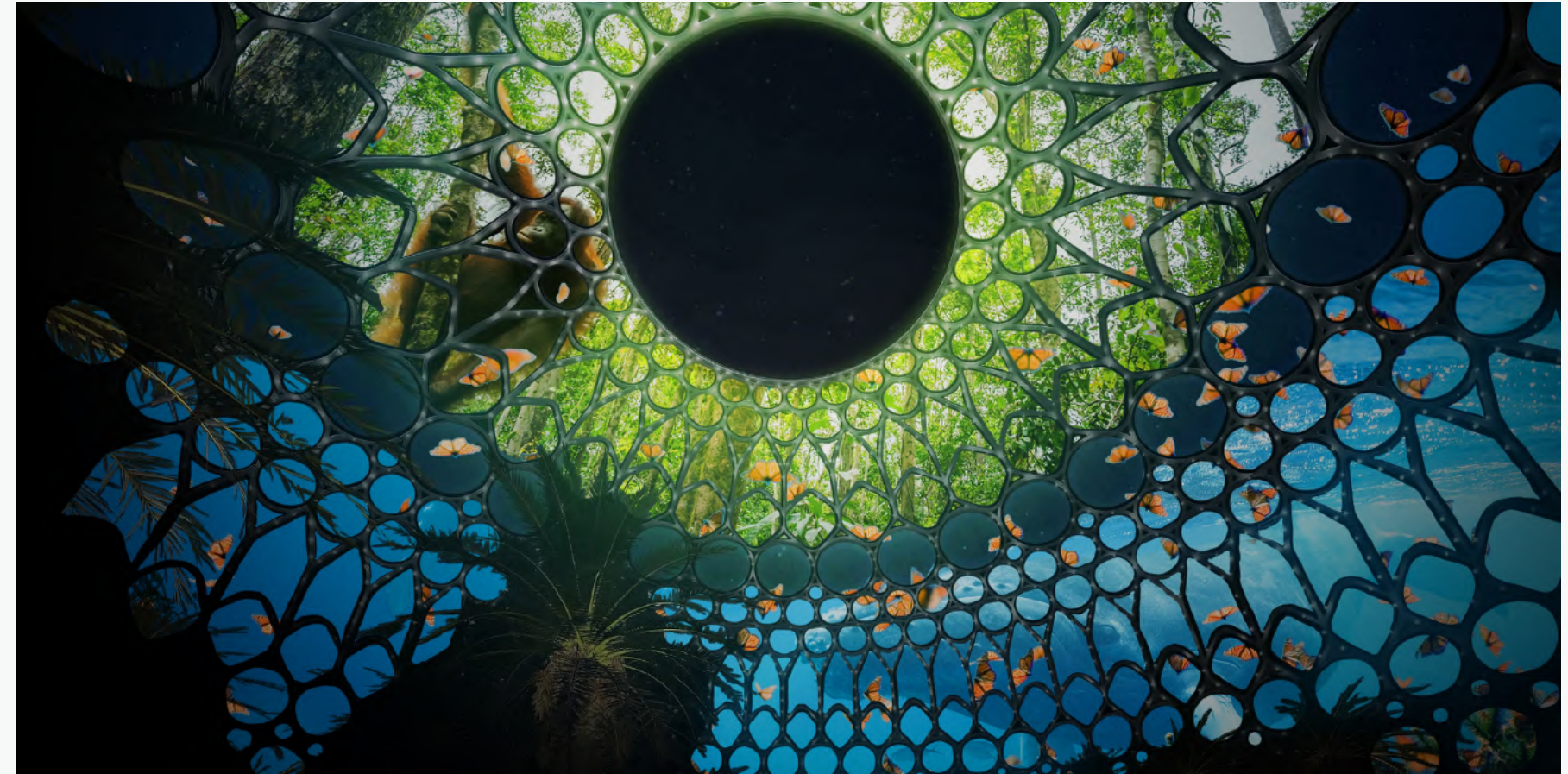
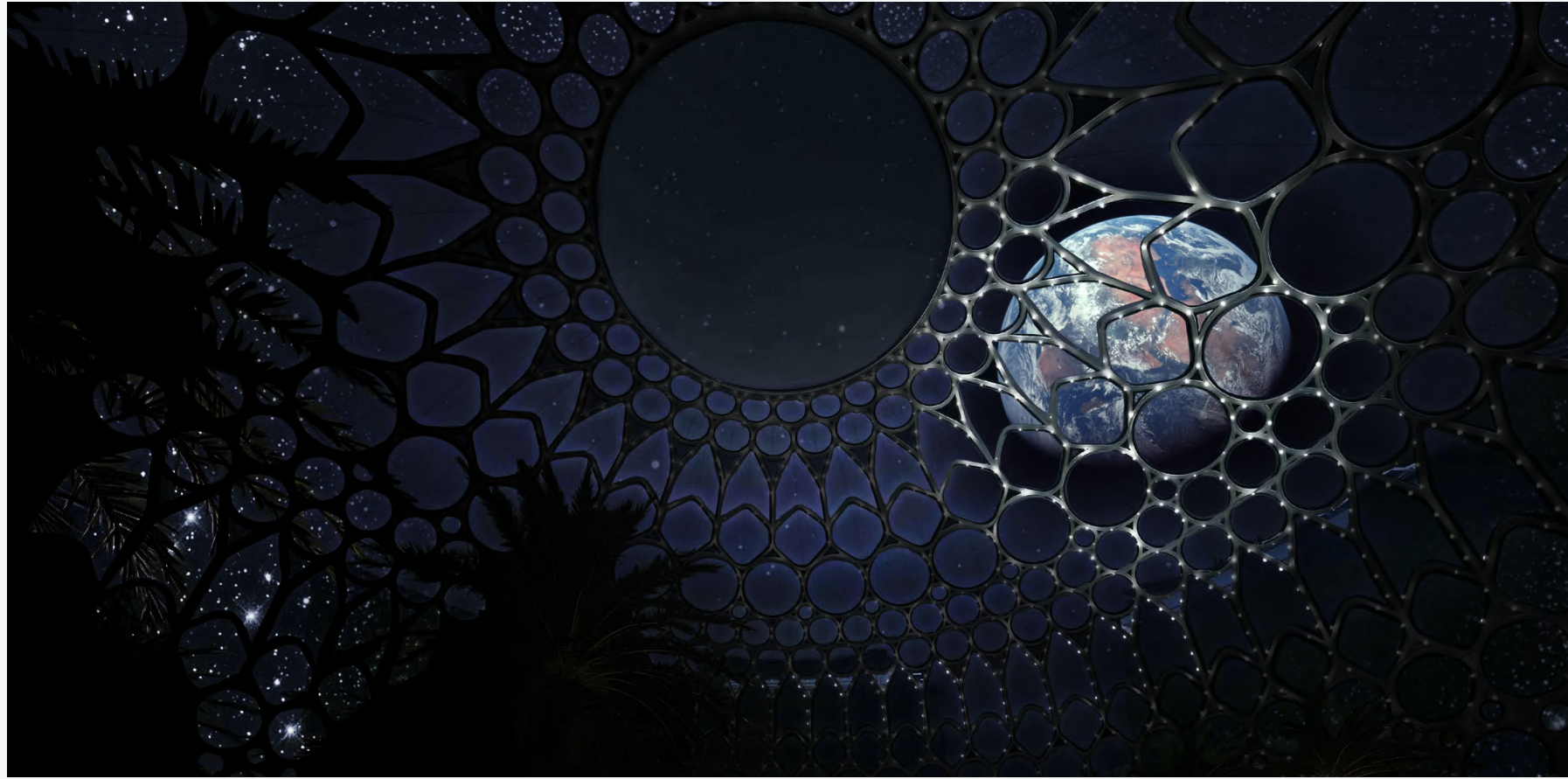
Can't make it to Dubai? Now you actually can, virtually, through the Metaverse!

The "Metaverse" is a collective virtual shared space of 3D environments and real-time experiences available through the internet.

**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!

## PROJECTION CONTENT CREATORS

A stunning 360° architectural mapping projection experience immerses people into the narrative, captivating hearts and inspiring minds.



## SOCIAL VR PLATFORM

△ AltspaceVR



AltspaceVR is the premier platform for attending live virtual events 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.

VR experiences on AltspaceVR 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 headset or computer, if people have access to the internet and have a smartphone, they can watch recorded videos of the live experience from start to finish.

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.

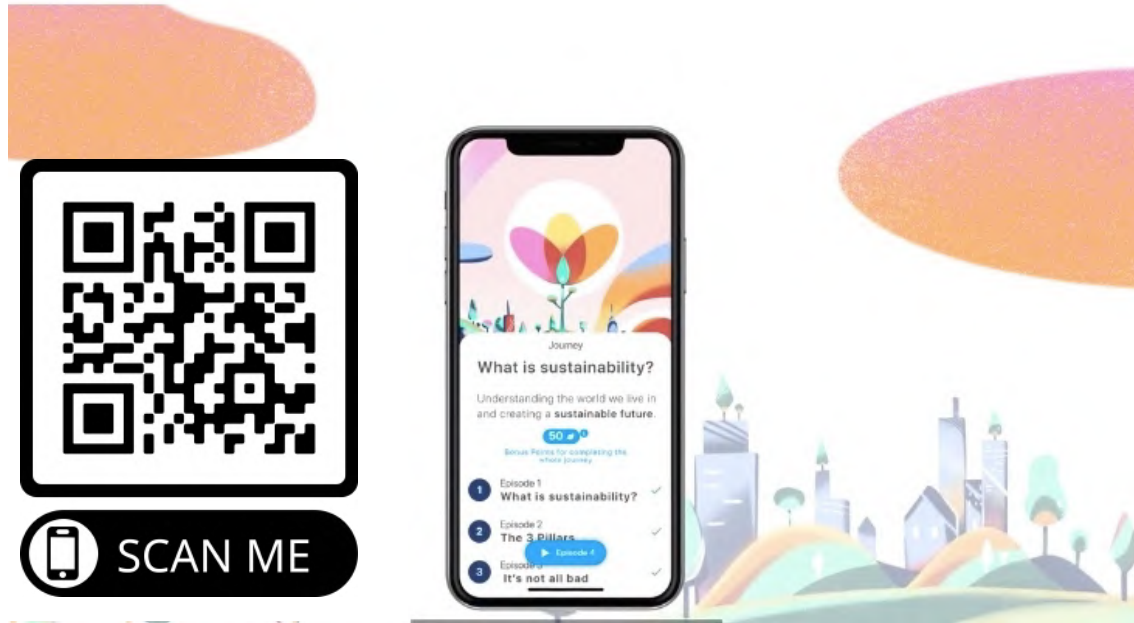
### VIRTUALLY UNITED.



As part of the Global VR Festival from January - August 2022, we will host a series of events on the AltspaceVR social platform, once per month, each for a 24 hour period around the world in the **#ActNow Live VR Experience and Global Festival**. 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 AlspaceVR channel here: [#ActNowVR](#)

## APP DESIGN & DEVELOPMENT



### #ACTNOW VR CHALLENGE 01 JAN - 31 AUG 2022

We will build upon the 4M+ 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 Immersive Virtual Reality Experience and Global VR Festival!

[TEN SIMPLE ACTIONS ANYONE CAN TAKE](#)



### THEMATIC JOURNEY 8 EPISODES

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



### LIVE EVENTS GEO-TAGGING ACTION

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.



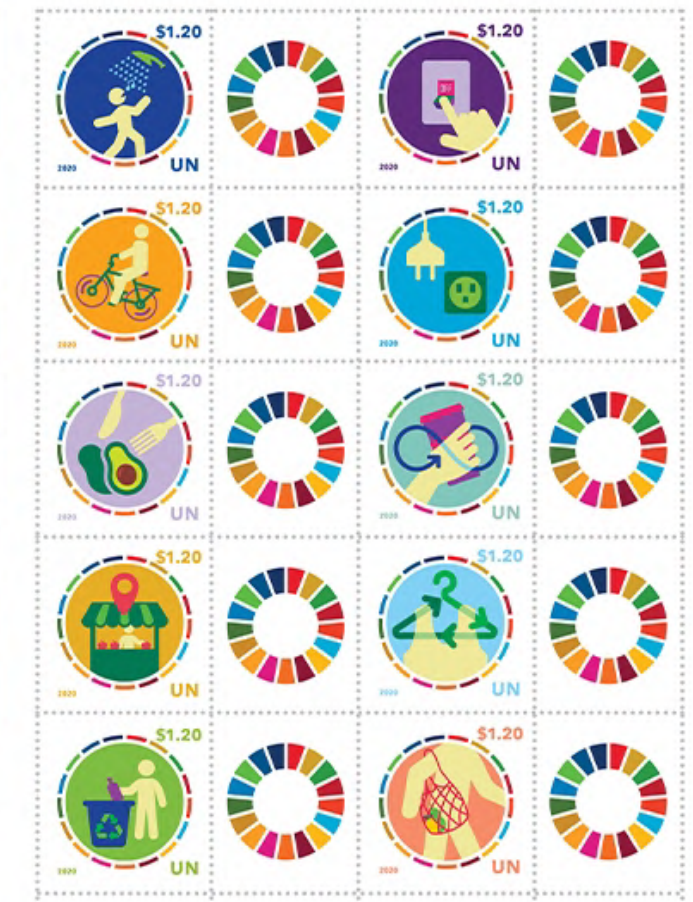
Climate actions taken around the world:  
4,788,374



**GLOBAL AUDIENCE ENGAGEMENT NETWORK ACCESS TO 216 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

- 5 MINUTE SHOWERS**
- DRIVE LESS**
- MEAT-FREE MEALS**
- LOCAL PRODUCE**
- RECYCLE**
- LIGHTS OFF**
- UNPLUG**
- REFILL & REUSE**
- ZERO WASTE FASHION**
- 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](https://un.org/actnow) • #ActNow

## STORYTELLING FOR SYSTEMS CHANGE

Shifting Cultural Narratives to Bring About Better Social and Environmental Outcomes



millennium  ART

With the **#ActNow Live Virtual Reality Experience and Global Festival**, 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.

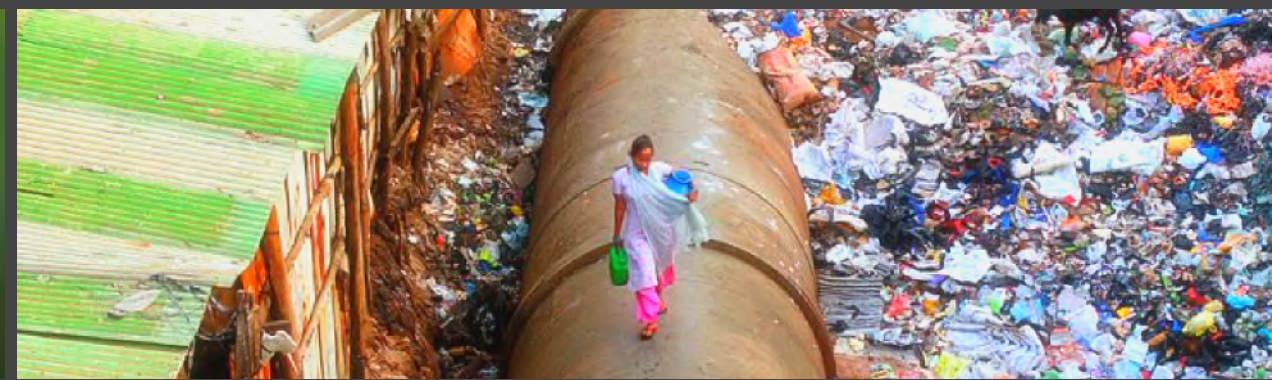
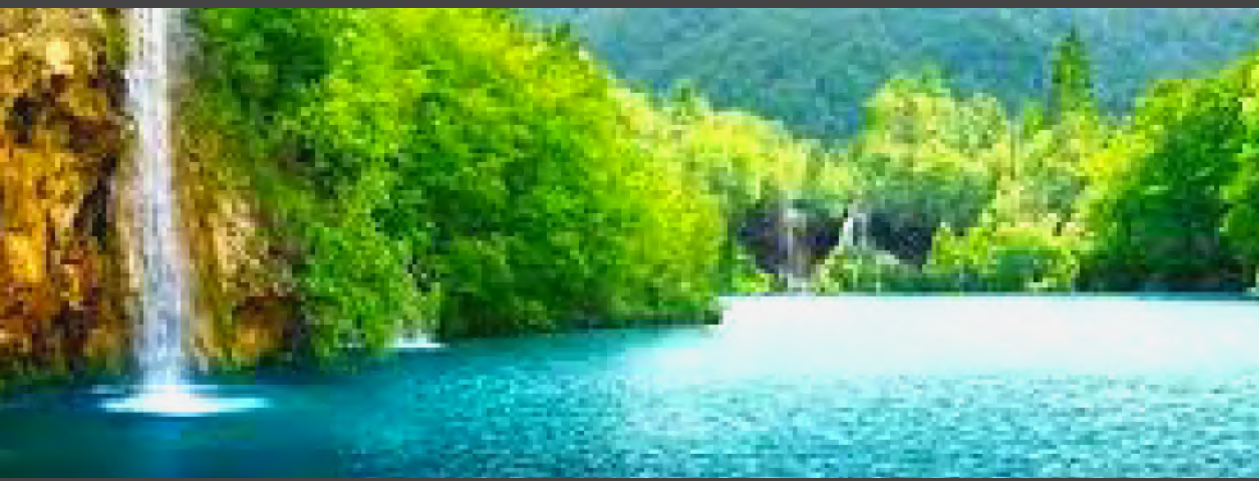
By participating, collaborating, and networking, together we can amplify the call to #ACTNOW, to cease the overexploitation of fragile ecosystems, reduce the man-made impacts on climate change, and restore the natural world by taking bold actions in solidarity for the love of our planet, evoking a deep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

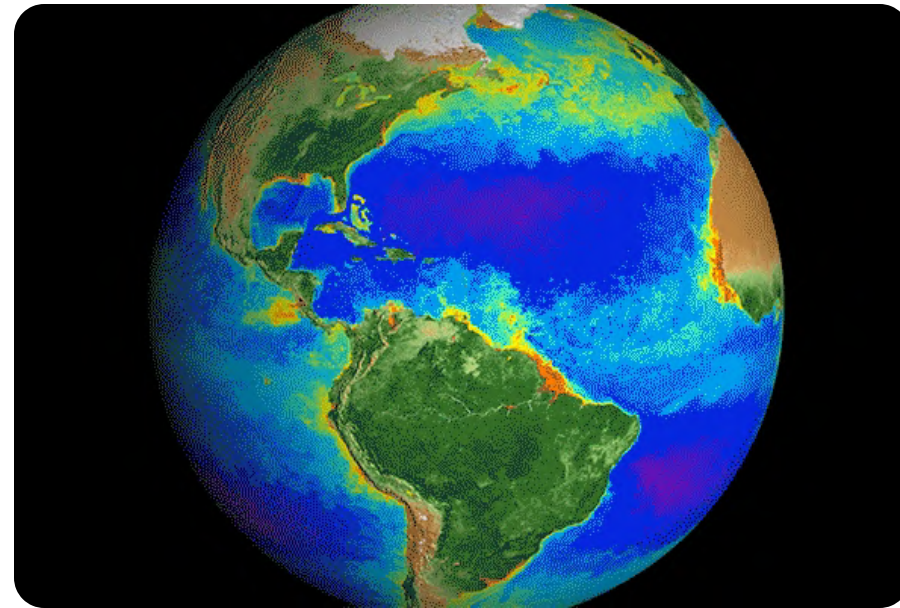
# #ACTNOW FOR THE SDGS IMMERSIVE VR EXPERIENCE | STORYTELLING NARRATIVE

AWE | BEAUTY | BIODIVERSITY | CIVILIZATION | ANTHROPOCENE | CLIMATE | POVERTY | INEQUALITY | ACTION | HEALING | VISION | CHANGE



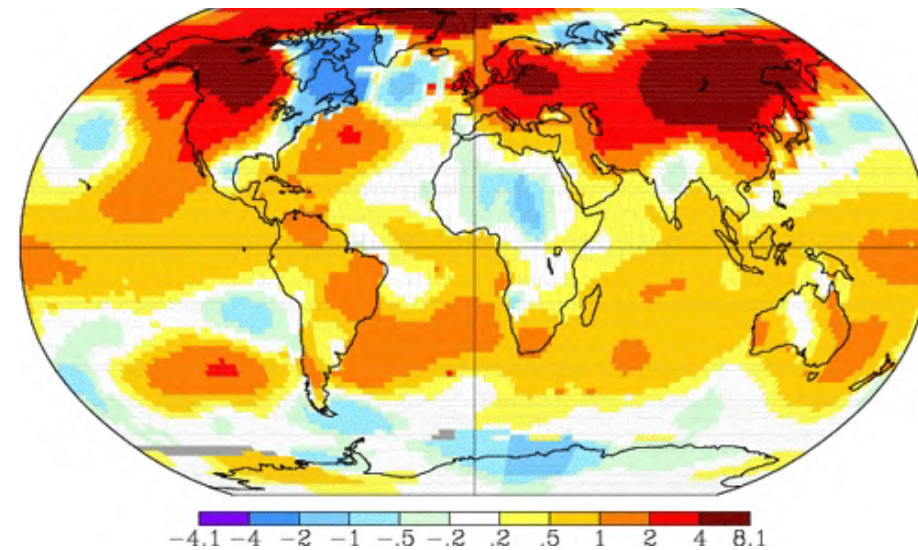
## SHORT FORM SOCIAL MEDIA CONTENT

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.



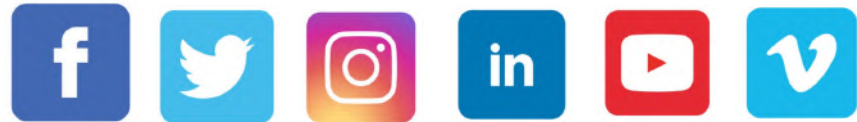
### AUGMENTED REALITY

Augmented Reality (AR) is on the rise and all you need is a phone to step through the looking glass. We can design and build playful and wondrous interactions that bring the digital realm into our reality.



# #ACTNOWVR @ACTNOWVR SOCIAL MEDIA & MARKETING

During the **#ActNow Live Virtual Reality Experience and Global Festival**, 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](#)

DREAMLANDXR

## WEBSITE

<https://dreamlandxr.com/actnow-vr>

eventbrite

## EVENT

<https://bit.ly/ActNowVR>

AltspaceVR

## CHANNEL

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





## 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](#)

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*

## PROJECT PARTNERS



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 fifteen years we have designed and produced dozens of international exhibitions, installations, and cause-related experiences in partnership with the United Nations System (UNDGC, 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 VR, AR, and Holograms. Dreamland's tentpole event at CES 2021 is the #1 most well attended virtual event of its kind in the world. Dreamland exists at the epicenter of the immersive entertainment movement for a new socially distant world. Dreamland has forged a new partnership with PORTL Holograms, offering a full service Hologram Studio focused on sales, rentals, and hologram content production. Dreamland produces mixed reality events that feature incredible talent combined with advanced entertainment technologies to provide audiences with an uplifting interactive experience where everyone has a chance to become part of the live event.

<https://dreamlandxr.com/>

## PROJECT PARTNERS



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/>



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/>

## 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 | DREAMLAND XR

Dreamland 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.



### CES 2021



DreamlandXR produced the first-ever all-virtual CES showcased products and cutting-edge technologies with sessions from global industry leaders, tech leaders, and policy makers.



### MIGOS ALBUM LAUNCH

Dreamland in collaboration with PORTL beamed MIGOS live simultaneously to audiences in four cities via 4K interactive hologram to promote their new record *Culture III*.



### HEADSETS FOR HEALING

Dreamland launched a VR for good initiative that provides virtual reality headsets for people in hospitals to provide mental health and wellness benefits through creative use of connected XR software and technology.

## PAST PROJECTION 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



# EXECUTIVE TEAM | #ACTNOW LIVE VR EXPERIENCE & GLOBAL FESTIVAL

## MILLENNIUM ART

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**Mia Hanak**  
Founder & Executive Director  
Millennium ART International  
Missoula, MT, USA

## MINDS OVER MATTER

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**Travis Threlkel**  
Founder & Creative Director  
Minds Over Matter  
San Francisco, CA, USA

## DREAMLAND XR

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**Christopher Crescitelli**  
Founder & Executive Producer  
DreamlandXR  
Las Vegas, NV, USA



**Celeste Lear**  
Executive VR Producer  
DreamlandXR &  
Boutique Electronique Music  
Los Angeles, CA, USA

## ALTSPACE VR

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**Leila Amirsadeghi**  
Senior Program Manager  
Mixed Reality, AltspaceVR  
Microsoft  
Los Osos, CA, USA

## AWORLD

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**Alessandro Armillotta**  
Chief Executive Officer  
AWorld  
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### UN FOCAL POINT

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