

THERE'S A JOB FOR YOU!

Everything changes when the climate changes

[Learn More](#)

NOW

HIRING!

Position :

Earth Hero



Experience

- *No Experience Needed*

Apply Now



WHY ARE WE HIRING?



OUR PLANET IS OUR ONLY HOME, AND ITS FUTURE IS SHAPED ON THE PASSION, CREATIVITY, AND BOLDNESS OF YOUNG MINDS.



EXCITING THINGS HAPPEN WHEN YOUNG MINDS COME TOGETHER, LET'S BUILD A HOME WE LOVE!



REQUIREMENTS

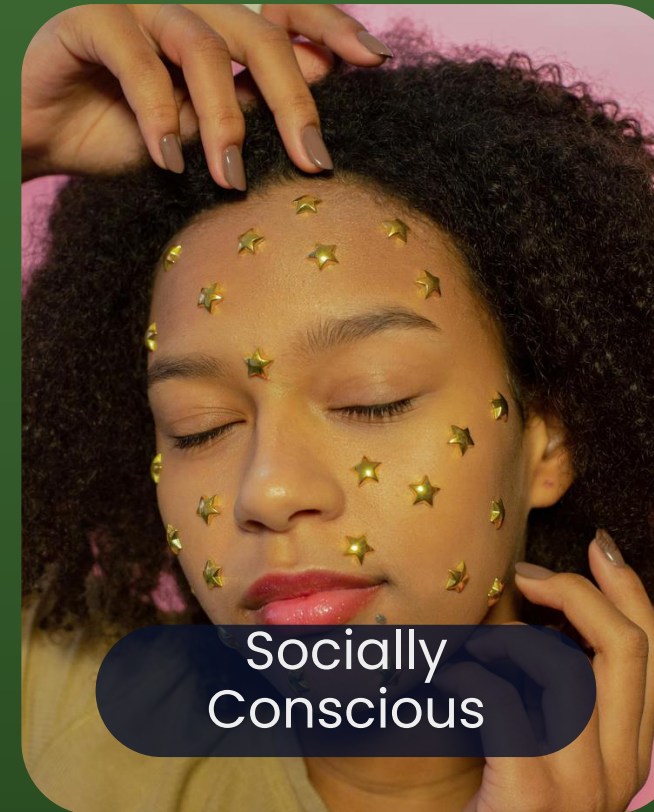
A recent study reveals that 7 in 10 young people shy away from activism—not because they don’t care, but because it doesn’t fit seamlessly into their daily lives, and they don’t know where to start

<https://www.bbc.com/worklife/article/20220803-gen-z-how-young-people-are-changing-activism>

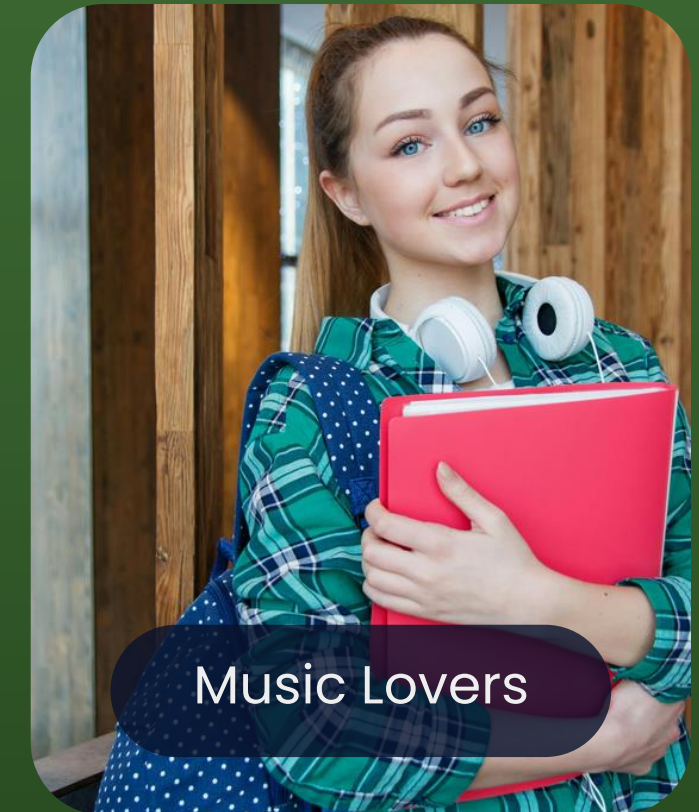
Start Here!



Tech Savvy

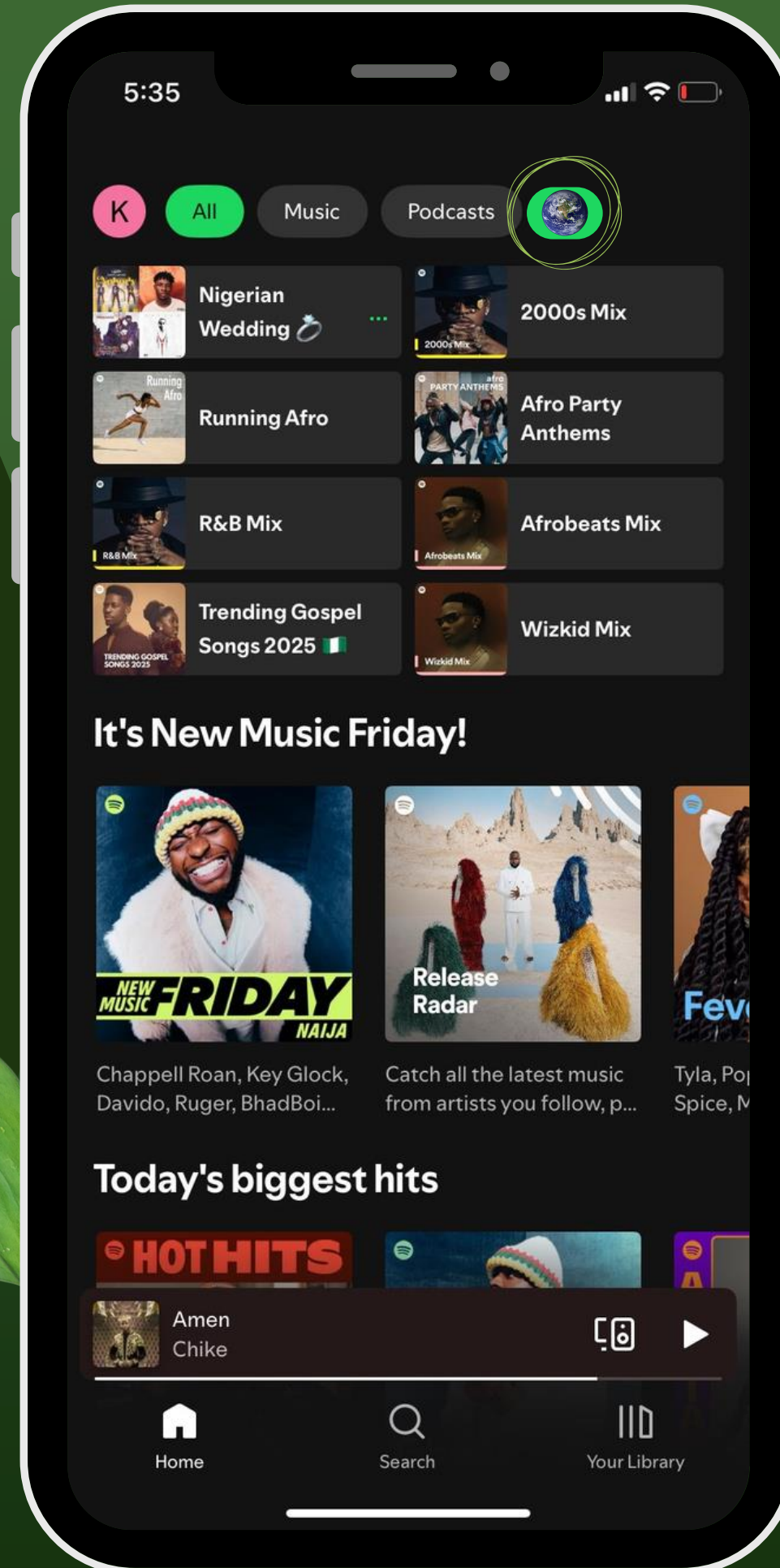


Socially
Conscious



Music Lovers





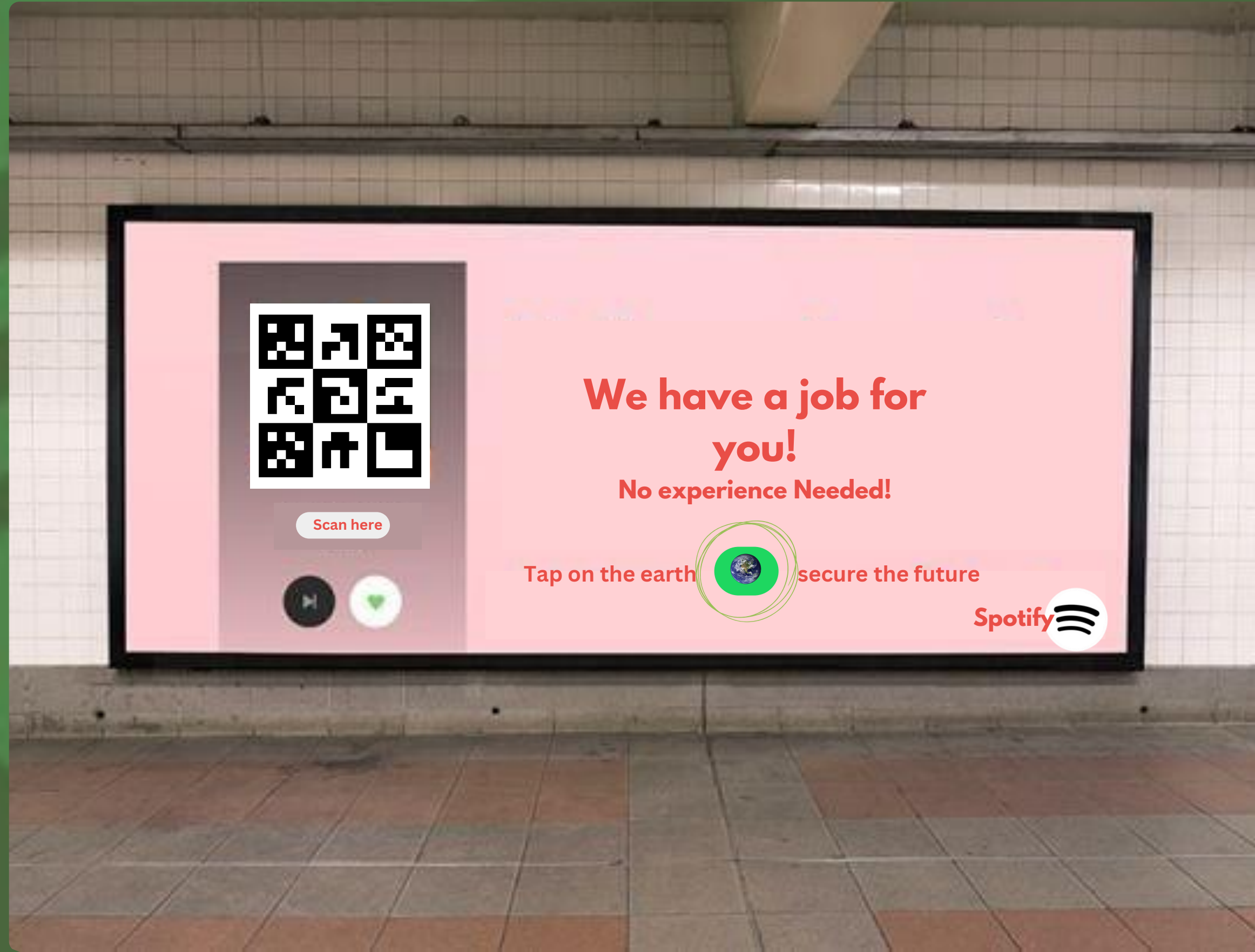
About the Role Chief of Earth Staff

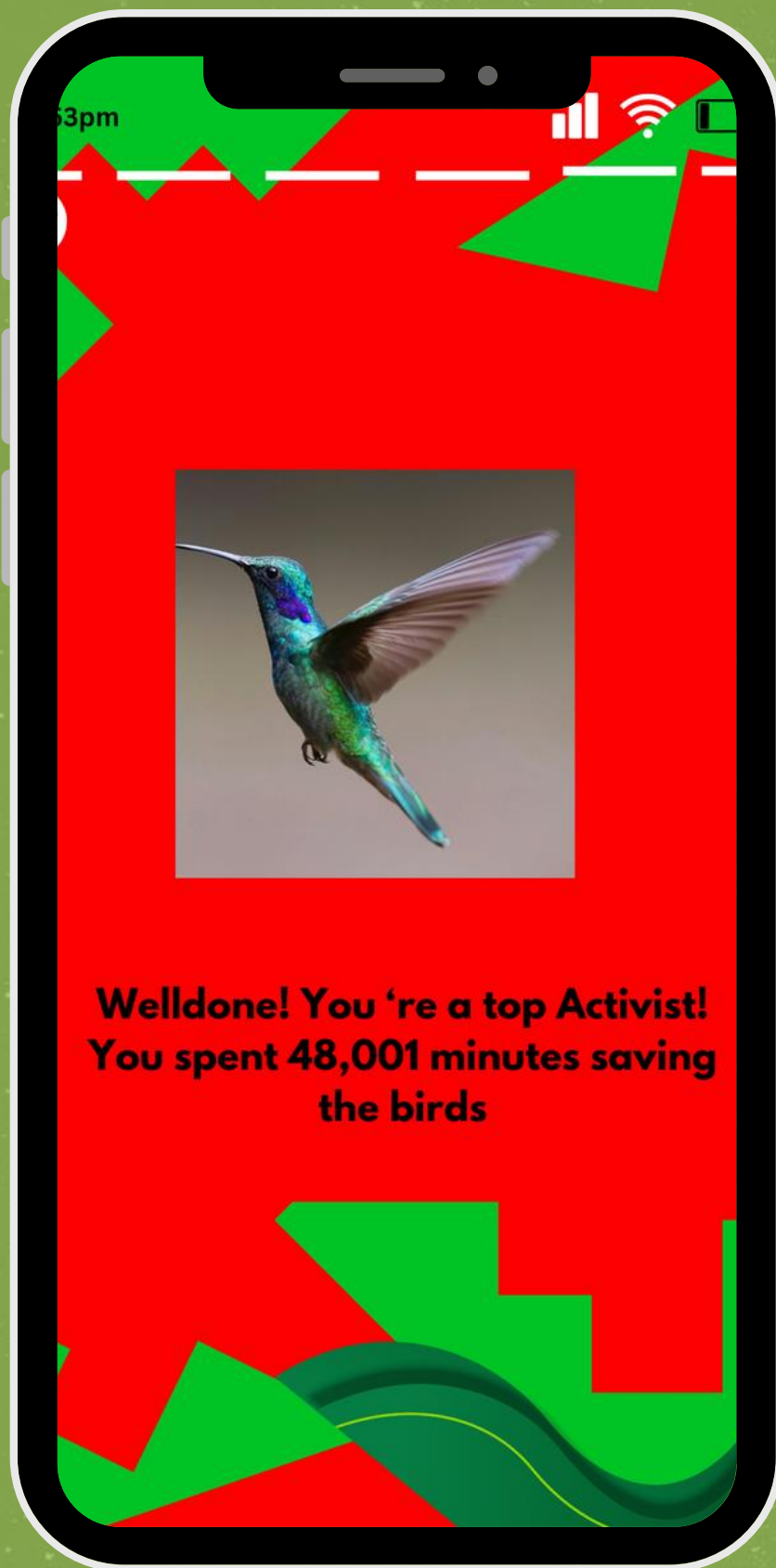
Streaming Taylor Swift's songs on Spotify has released about 128 million kg of CO₂, that's like keeping the lights on in over 20,000 homes for a whole year!

 ~~320 KPS~~ ✗

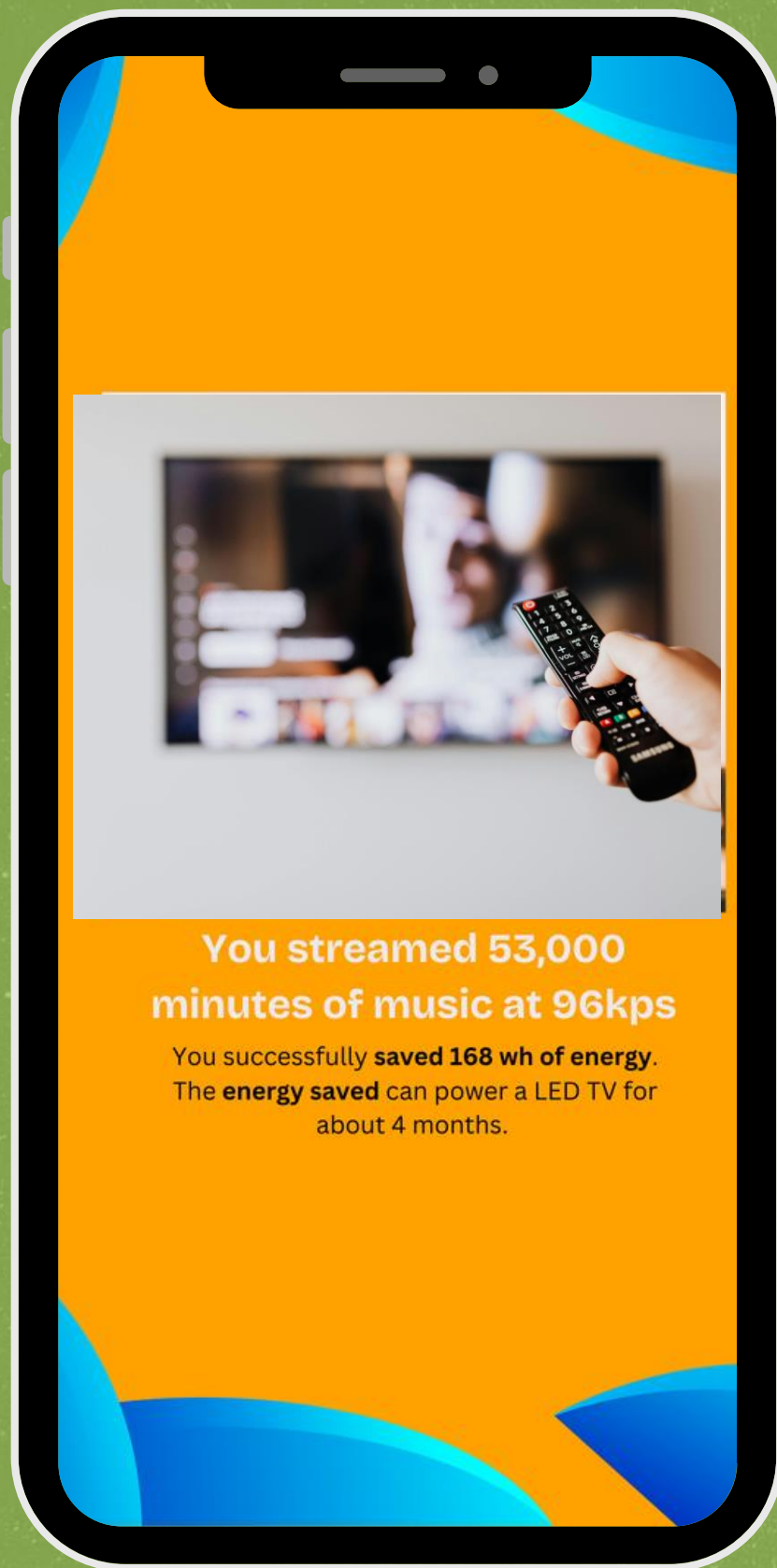
96 KPS ✓

<https://musictech.com/news/industry/taylor-swift-streams-equal-carbon-footprint-of-20100-households/>

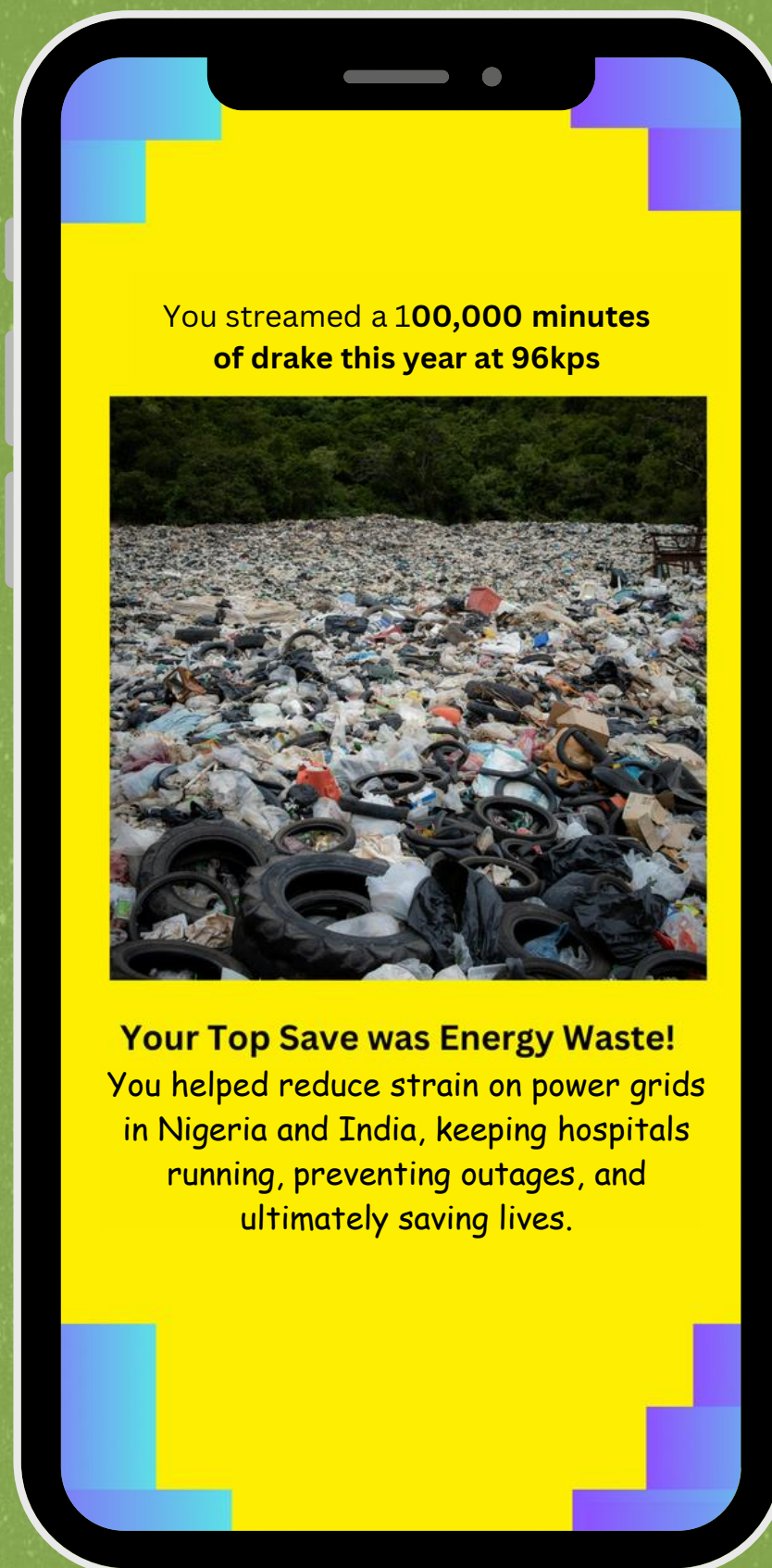




Lieutenant General



General



Chief of staff

Appraisal tracking Earth Wrapped



Spotify wrapped is released Yearly. Our Eco wrapped will take two spots in the yearly wrapped story.



in December 2024, there were 12.5 million posts on twitter discussing Spotify wrapped.

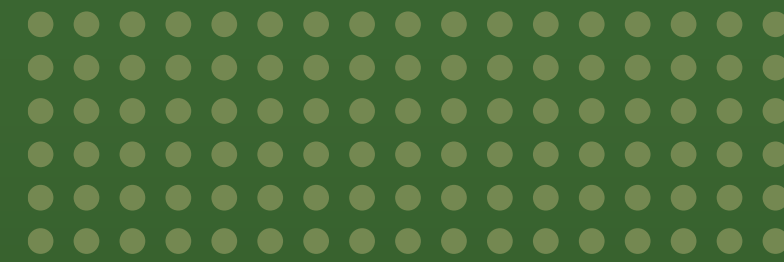


McDonalds and PepsiCo hailed Spotify Wrapped as a 'best-in-class' campaign in 2024, calling it a 'masterclass in fan advocacy'



<https://www.campaigndelmar.com/blog/spotify-wrapped-is-marketing-genius>

PERKS OF THE JOB



**Easy to implement &
No disruptions to the
TG's daily lives.**



**Massive Reach, Virality
of the event and Global
Impact**



**Tech-Driven, & You can
brag about your
appraisal**



HBO
max

SCALABILITY

P. CAMPAIGN ANALYSIS

REACH

- 640M monthly active users on Spotify
- Targeting 100M users to enable Eco Mode

AWARENESS

- 1B+ potential media impressions globally
- 50M+ campaign-related social media interactions

ENGAGEMENT

- 10M+ users sharing their Eco Mode participation.
- 500K+ exclusive artist content unlocks

ACTION

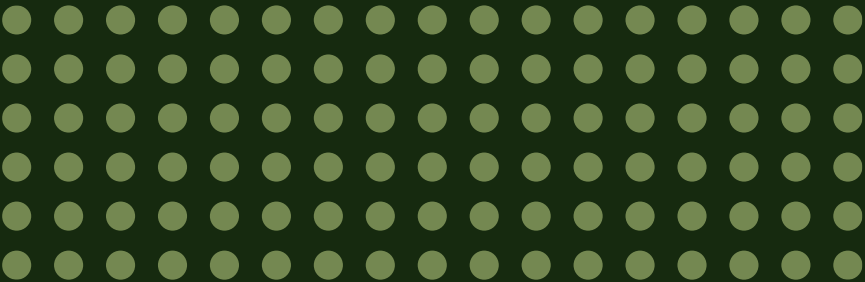
- 1B+ hours streamed in Eco Mode
- Equivalent to removing 40K+ cars from the road annually

UNIFY

- 10M+ users identifying with the movement.

IMPRESSIONS

- 50M+ Eco Mode activations over campaign lifespan



Mother Earth, Our Employer

Insight

A recent study reveals that 7 in 10 young people shy away from activism—not because they don't care, but because it doesn't fit seamlessly into their daily lives, and they don't know where to start.

Media Strategy

Utilizing the existing OOH Billboards and existing Spotify community.

Execution

Step 1: Tap on the Earth Symbol

Step 2: It switches to Eco friendly streaming

Step 3: It tracks minutes of streaming; the higher you stream, the higher your rank and the higher your impact

