

THERE'S A JOB FOR YOU!

Everything changes when the climate changes



Position: Earth Hero

Experience • No Experience Needed

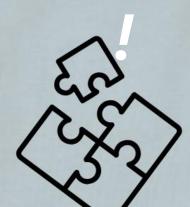
Apply Now











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!





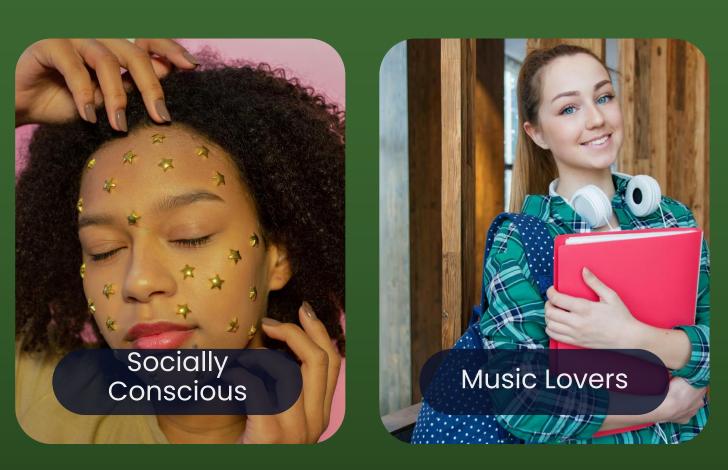


REQUIREMENTS

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



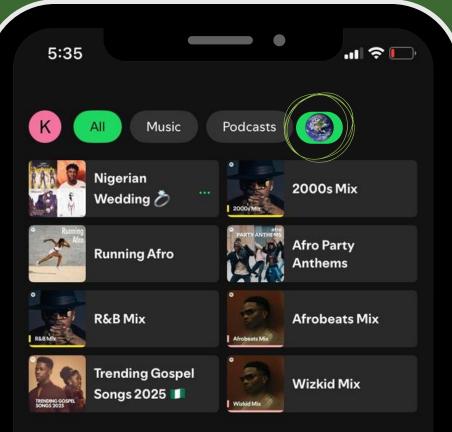


Start Here!









It's New Music Friday!





Chappell Roan, Key Glock, Davido, Ruger, BhadBoi...

Catch all the latest music from artists you follow, p...

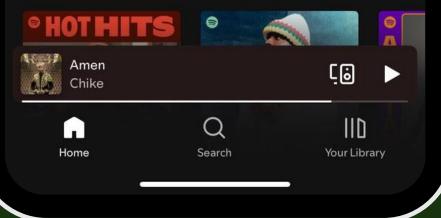
Tyla, Po∣ Spice, № $\bullet \bullet \bullet \bullet \bullet \bullet$

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Today's biggest hits



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/



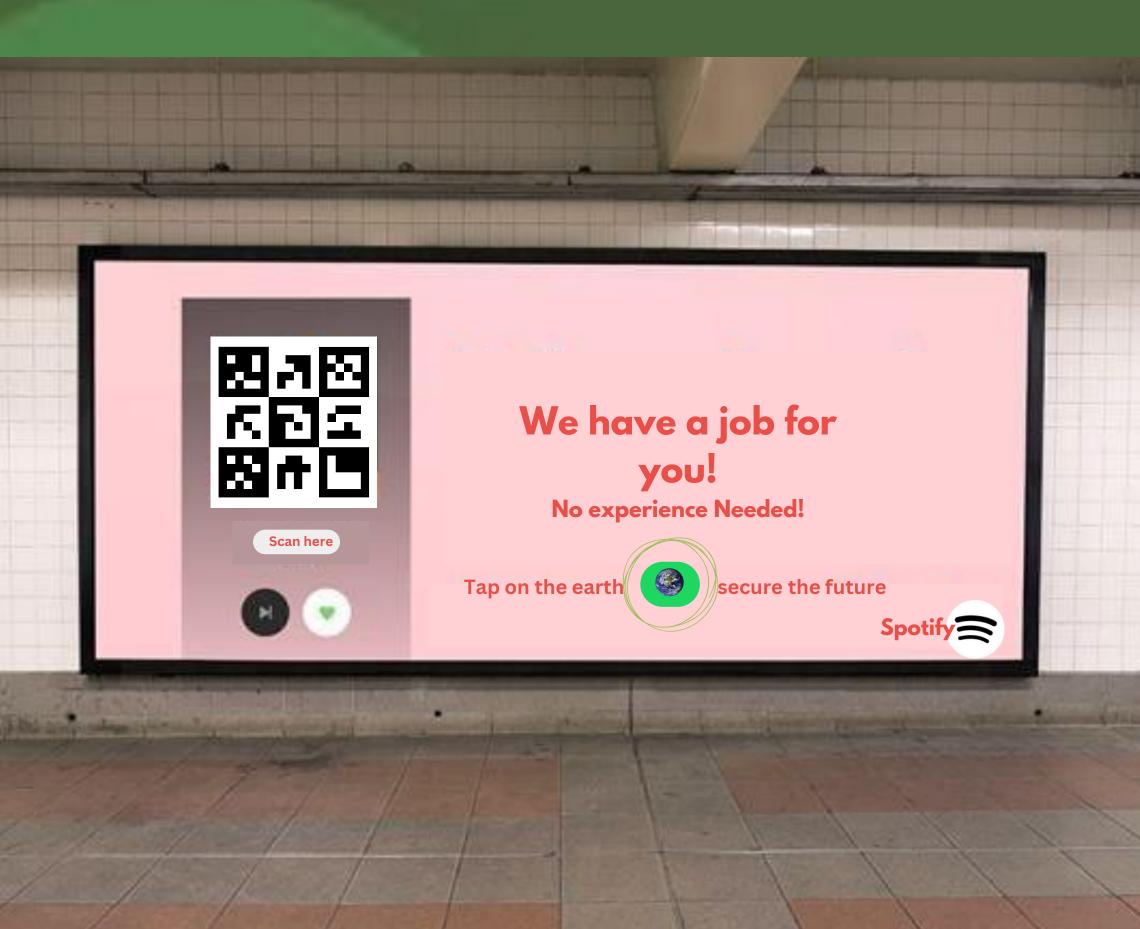




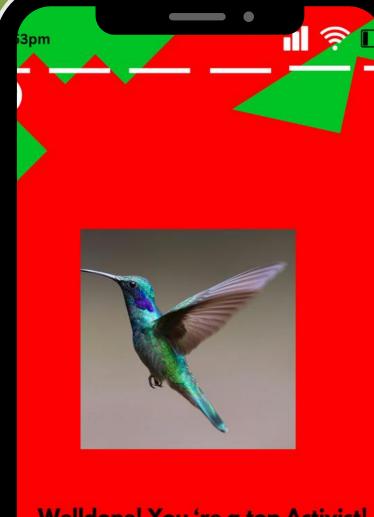
Spotify 💝

If they wanted to, they would (make you a playlist) Spotify.com 🖾 Joined November 2008 15.9K Following 19.5M Followers Followed by Chief Danbaki-English 🞫 and Lefty Gunnz Affiliates Replies Media Posts 17 Spotify reposted Spotify 🔗 🔵 @Spotif 20m It's official. y Tap on the earth symbol, to curb waste S: open.spotify.com









Welldone! You 're a top Activist! You spent 48,001 minutes saving the birds



You streamed 53,000 minutes of music at 96kps

You successfully saved 168 wh of energy. The energy saved can power a LED TV for about 4 months.

You streamed a 1**00,000 minutes** of drake this year at 96kps



Your Top Save was Energy Waste! You helped reduce strain on power grids in Nigeria and India, keeping hospitals running, preventing outages, and ultimately saving lives.

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-inclass' 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

amazon prime video Music hulu Disnep control

HBOMOX

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

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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 SymbolStep 2: It switches to Eco friendly streamingStep 3: It tracks minutes of streaming; the higher you stream, the higher your rank and the higher your impact

MOTHER EARTH

HAS HIRED YOU FOR THE JOB!

March 14th, 2025

GENERATION Z.

Dear Gen Zs,

Welcome to a better future!

Sincerely, Net Zero

