Date: 1st March 2020

Subject: Call for Sustainability Ambassadors at Earth Hour 2020
“The Eco Social” - Nepal’s Biggest Sustainable Lifestyles Fair

Greetings from WWF Nepal!

As we gear up for Earth Hour 2020, we come to you through this letter, inviting you to be a part of the largest grassroots movement for the environment, by signing up as a Sustainability Ambassador.

Over the last decade Earth Hour Nepal has emerged as a known platform for urban youth to converge and practice sustainability through tangible starting points. Through our event “The Eco Social” we seek to showcase some of Nepal’s homegrown, sustainable and social enterprises such as yours, and inculcate principles of sustainability in the mindsets of every Nepali, gradually shifting consumer behaviour and mainstreaming sustainable actions as “the new normal.”

As an organization supporting sustainability, we would like to recognize what you stand for through our Sustainability Ambassadors Program. By registering as a Sustainability Ambassador, you will have the opportunity to showcase your products and services at our fair (free of cost). Our event last year garnered a footfall of over 4,500, a digital reach of 2.5 million, and significant sales for our featured businesses. Each Sustainability Ambassador will be provided a stall at the event and requested to engage and educate visitors on the values of sustainability and how your product/service fits the bill. It also means that you agree to share and promote the event personally or through your business pages to ensure success on both ends of this partnership.

As a show of support, we also request you to provide certain items at a discounted rate under “Earth Hour Specials” that we plan to promote on social media to encourage wide participation at the event. We have limited slots available and will be confirming stalls on a first come first serve basis, so REGISTER NOW to block your spot.

We’re the first generation to know we’re destroying our planet, and we could be the last that can do anything about it. This is our time to secure a healthy, sustainable and fairer future for all. We look forward to your support for this movement to multiply individual actions for the sake of our planet!

Please find the registration form and guidelines below.

**Event Details:**
Date: Saturday, 28th March 2020
Time: 1:00 pm Onwards
Venue: Rastriya Sabha Griha (City Hall)

Thank You.

Yours Sincerely,

Priti Adhikari
Communications Officer, WWF Nepal

For more details, please contact
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