THE PACIFIC ISLANDS NEED YOUR HELP

We’re from SPREP, the Secretariat of the Pacific Regional Environment Programme. SPREP is an intergovernmental organisation charged with protecting and improving the environment.

The UN Global climate change conference, COP26, is happening in November and the Pacific Islands need your help to keep global warming to 1.5 degrees.

We need to amplify the voice of the Pacific to show our world leaders that the time to act is now. Through the #Flexfor1pt5 campaign on TikTok we’ll encourage the world to join our “flex” dance movement and join the fight against global temperature increases — show the world your flex!

WHAT YOU CAN DO

- Use the hashtag #Flexfor1pt5 on your TikTok post
- Use the new Duet and Stitch functionality
- Tag other people @therock
- Do the dance and duet it
- Incorporate the signature hand movement (hands up – right hand with one finger, left hand with 5 fingers)
- Repost other #Flexfor1pt5 posts
- Call on your friends, celebrities or influencers to challenge them to join the movement.

TELL YOUR STORY

- Use the language you love most; Samoan, Fijian, Tongan, Bislama, English…
- You have 150 characters in the post to make your point.
- Use #Flexfor1pt5. Add others like: #DuetThis #climatechange #COP26 #ResilientPacific
- Show us where you are, show the islands, bring it alive — make it real for the world.

SCRIPT / POST SUGGESTIONS

- That was my/our Flex for 1.5, duet our dance and join the fight
- Duet your Flex for 1pt5
- That was my Flex for 1pt5, show us yours
- Duet this to join the fight #Flexfor1pt5
- Get behind the Pacific Islands and share your flex for 1pt5
- My village/place will be gone by 2035, help me save it: #Flexfor1pt5
- This is my survival dance, show me yours: #Flexfor1pt5
- We need world leaders to commit to limit global warming to 1.5 degrees. Join me/us… & show your support and #Flexfor1pt5
- I want to see the world flex for 1.5 degrees — share your flex and use the #Flexfor1pt5.

WHEN DO YOU NEED TO GET INVOLVED

Start your TikTok posting on 21 October, that’s when The Royal Family Dance will be going live!
HOW TO USE THE DUET AND STITCH FUNCTIONALITY

Tap on the share icon as per the screenshot, and select the stitch/duet functions.

ASSETS YOU CAN USE

- The hashtag #Flexfor1pt5
- TikTok account @Flexfor1pt5
- Duet the dance choreographed by world hip hop champs ‘The Royal Family’
- A signature dance move (hands in the air — right hand 1 finger, left hand 5 fingers)
- #Flexfor1pt5 logo to add to your post

SPECs & TIPS

- Aspect ratio for all TikTok videos is 9:16 — portrait.
- Resolution options include 720px x 1280px, 640px x 640px, and 1280px x 720px.
- Videos can be anywhere between 5-60 seconds long, but videos with a duration of 9-15 seconds perform best.
- It’s best to set the camera up and use the self timer feature to film your dances, alternatively you can get someone to film your dance.

For more information please email: Lucy@augusto.co.nz