

INTERNATIONAL ORANGUTAN DAY

2021

HOW THE BOS NETWORK CELEBRATES THIS YEAR'S INTERNATIONAL
ORANGUTAN DAY



KEY GOALS

August 19th marks International Orangutan Day. The BOS partner network and its friends around the world will come together digitally in support of the #OrangutanFreedom campaign – showing that there is worldwide support for orangutan conservation efforts and supporting this year's goal of bringing more orangutans to the wild.

HERE ARE THE BASICS:

- **WHAT:** Several hours of tremendous entertainment and knowledge gathering in four different time zones.
- **WHEN:** Thursday, August 19th 2021 with 4 time slots – namely for Australian, Asian, Europe and USA
- **WHERE:** Streaming via broadcast platform to YouTube and embedded at www.orangutanfreedom.org and individual partner landing pages
- **Main Theme:** #OrangutanFreedom, sub-themes(?)

KEY OBJECTIVES

DONOR RETENTION & ENGAGEMENT

Existing donors and supports through a full day live streaming

SPREAD THE WORD

Raise awareness among a greater public about our overall goal to release more orangutans to the wild.



TIME SLOTS

The fundraising event begins on Thursday, August 19th, 2021 at 4 pm WIB time zone (WIB) and ends at 4 am WIB time zone of Friday, August 20th (WIB).

Each partner will obtain a specific window of time to lead the Zoom session:

| AUSTRALIAN SLOT | ASIAN SLOT | EUROPEAN SLOT | US SLOT |
|--------------------------|-------------------------|-----------------------------|-----------------------------|
| 5 pm to 8 pm AEST | | | |
| | 3 pm to 7 pm WIB | | |
| | | 6 pm to 9 pm CET (?) | |
| | | | 6 pm to 9 pm EST (?) |



PROGRAMME OVERVIEW:

| SLOT | TOPIC I | TOPIC II | TOPIC III | TOPIC IV | TOPIC V |
|------------|--|--|---|---|--|
| AUSTRALIAN | | | | | |
| INDONESIAN | <p>OPENING SPEECH:</p> <ul style="list-style-type: none"> - WELCOME - BOSF ANNIVERSARY - CTA: SUPPORT #ORANGUTANFREEDOM <p>SPEAKER BANG JAMARTIN (RECORDED)</p> | <p>FIRST TALK: BOSF – 30 YEARS OF CONSERVATION</p> <p>GUESTS:</p> <ul style="list-style-type: none"> - GOVERNMENT - PRIVATE SECTOR | <p>VIRTUAL SCREENING RE-CUTS OF OJS SEASON #1 AND #2</p> | <p>SECOND TALK: REINTRODUCTION PROCESS</p> <p>GUESTS: (INTERNATIONAL RESEARCHER FROM, + 1 INDONESIAN)</p> | <p>ENGAGEMENT SESSION</p> <ul style="list-style-type: none"> - Q&A Talk - |
| EUROPEAN | | | | | |
| US | | | | | |

PIC LIST

| ORGANISATION | PIC | SLACK YES/NO |
|---------------------------|----------------------|---------------------|
| BOS FOUNDATION | Nicola Walpen | YES |
| BOS AUSTRALIA | | |
| BOS GERMANY | | |
| BOS SWITZERLAND | | |
| BOS UK | | |
| SAVE THE ORANGUTAN | | |
| BOS USA | | |
| ORANGUTAN OUTREACH | | |

