

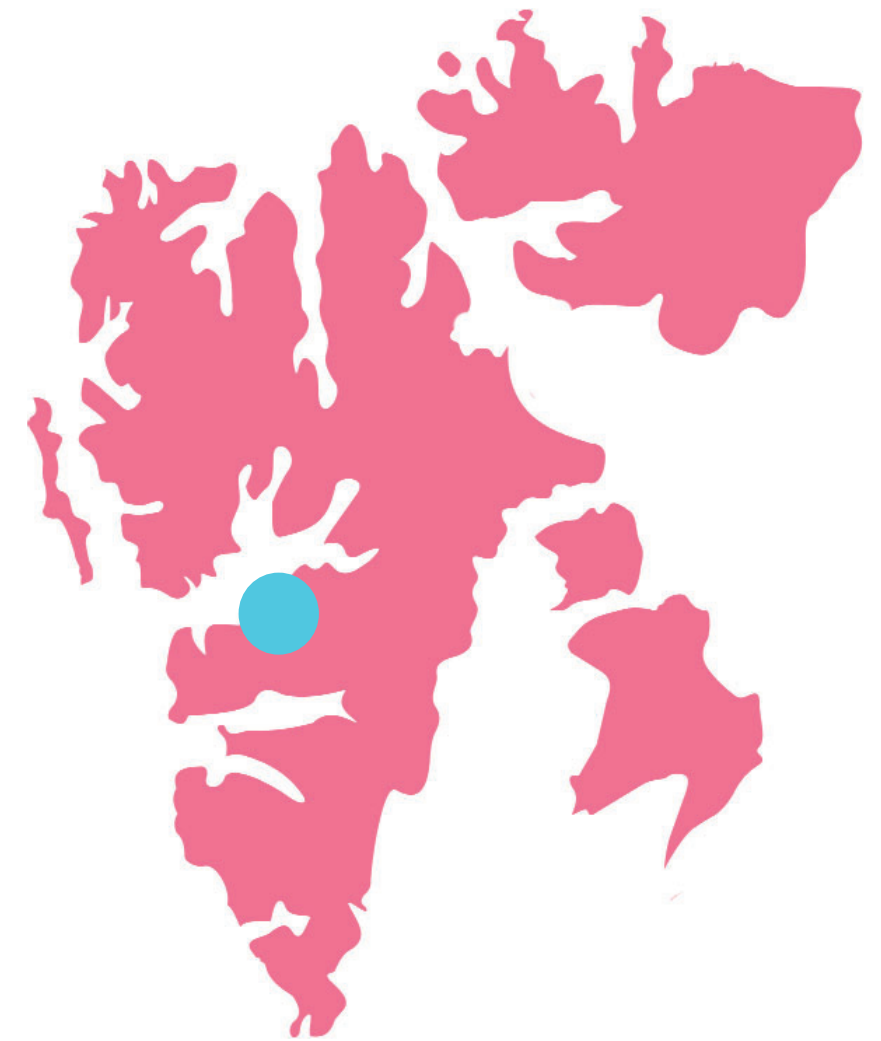


“THAT’S HOT!”™

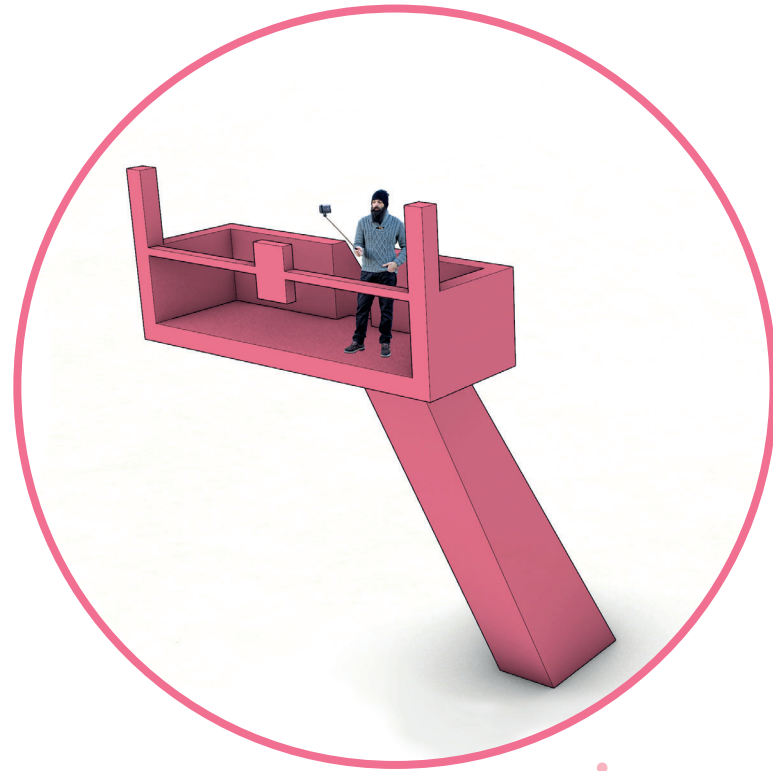
-but it shouldn't be

Environmental scientists are too boring to get people's attention about climate change, but I'm not! I'll move to Svalbard for a social media comeback and use it's amazing Internet to launch a live stream showing the impact of climate change up there. After all, I have the power to tell people what's hot and what's not.

xoxo, Paris <3

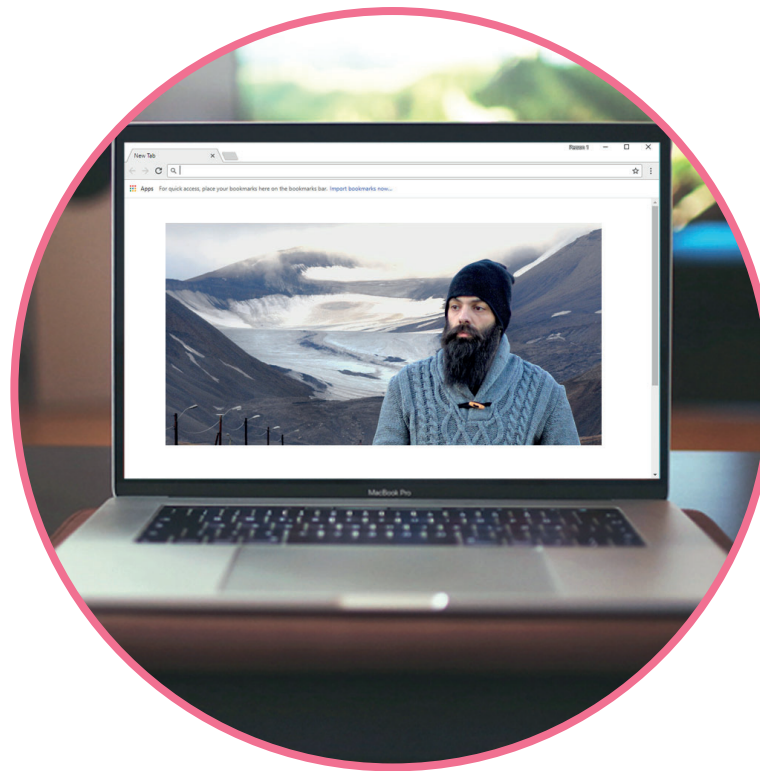


GIANT SELFIE STICK



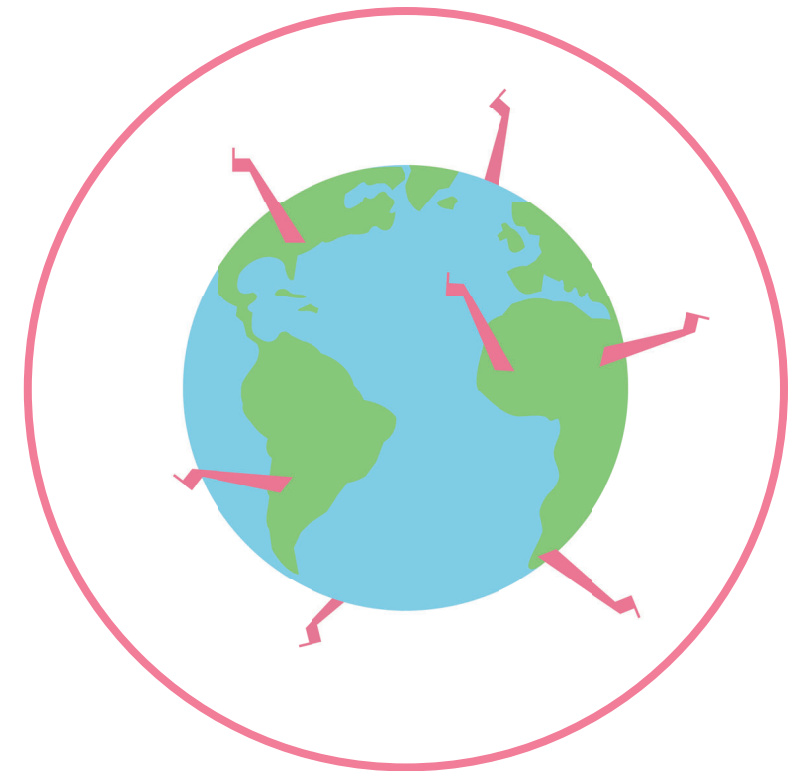
A giant selfie stick viewing platform will be set up and inaugurated by Paris Hilton. This will launch the project as a global phenomenon! Social media is the main platform to market non-sustainable lifestyles, making the selfie stick the ultimate tool to expose the realities about today's society. Climate change is happening, but people think that "picture or it didn't happen." Here's a way to show that ice is actually melting, and Paris is here to secure global attention.

100 YEAR LIVE STREAM



The selfie stick will collect 100 years of selfies and they will be logged on a web page for the project. The selfies will document the melting of the Longyear glacier. You can follow the timeline in real time or with a time lapse function.

GLOBAL COMMUNITY



100 years later, The Paris Hilton Selfie Stick contributed to making climate change mainstream and common knowledge in all parts of the world.

More selfie sticks were built in places that had the greatest impact from climate change. Communities grew and united on a global scale. Countries that previously had been on the fence about the Paris Agreement finally signed it and met it's goals.

Paris herself earned back the title Queen of social media.

Longyear glacier

Longyearbyen

