



Dear GEMS Global Ambassadors' Society Schools,

As we approach Earth Day 2023, we would like to invite your students and staff to join us in a special initiative to promote sustainability and protect our planet. This year, we are encouraging all our students, staff, and families to switch off all non-essential energy sources at home in the evening from 7 P.M. to 8 P.M. on the 22nd of April 2023 to 'Invest in Our Planet'.

We believe that this simple action can have a significant impact on the environment, and we hope that you will join us in making a difference.

To make this initiative more engaging and meaningful, we request you to create a 30-second video story of this and post it on your school's media using the hashtags #EarthDay2023, #GEMSEcoChampion, #COP28 and tagging GEMS Education for wider reach of the schools' efforts. The video can be about how your students with their families are participating in this initiative and what they are doing during the hour of no electricity.

We urge you to share this circular with your students' parents and guardians to encourage them to participate in this initiative. By working together, we can make a positive impact on our planet and build a sustainable future for generations to come.

Thank you for your support and cooperation.

Best regards,

A handwritten signature in black ink, appearing to read "Asha Alexander".

**Asha Alexander**  
**Executive Leader - Climate Change**  
**GEMS Education**

