



DO IT
FOR YOUR
PLANET

JOIN THE GLOBAL CELEBRATION

EARTH HOUR

25 MARCH 2017 8.30pm

A GUIDE FOR ICONIC
BUILDINGS AND LANDMARKS

KEEP MOVING ON CLIMATE CHANGE

wwfscotland.org.uk/earthhour | #EarthHour





WWF'S EARTH HOUR IS THE WORLD'S LARGEST CELEBRATION OF OUR BRILLIANT PLANET EARTH

At 8.30pm on Saturday 25 March millions around the world will come together because they care about our future. The celebrations have grown each year, spreading round the world, with a record 178 countries taking part last year.

We might not be able to see it changing with each passing hour, but the irreversible impacts of climate change are getting faster. We can't afford to let progress on fighting climate change slow down.

Earth Hour is more than just one hour of darkness, it's our chance to be the difference that we need to protect our planet today and every day. It has engaged individuals, organisations and businesses all over the world in action on climate change. Across the UK, 85% of adults surveyed that participated in Earth Hour said that Earth Hour inspired them to do more to protect the planet.

By signing up you send a message that your organisation supports action on climate change and is committed to protecting our brilliant planet.

This Earth Hour, it's time to keep moving on climate change. This Earth Hour it's the time we get together and do it for our planet.

www.wwfscotland.org.uk/earthhour @wwfscotland #earthhour

EARTH HOUR
8.30PM
25 MARCH 2017



WHAT CAN ICONIC BUILDINGS DO FOR EARTH HOUR 2017?



WWF's Earth Hour 2016 was another success.

In Scotland, the support we received was truly incredible, from the Scottish Government, all five Scottish party leaders, local authorities and public bodies. Hundreds of schools, businesses and organisations got involved too with football stadiums, theatres and restaurants all taking part. Flora Shedden, of Great British Bake Off fame, joined Scottish tennis ace Andy Murray in pledging their support for Earth Hour.

Over 160 Scottish national and local landmarks turned off, including Edinburgh Castle, the Scottish Parliament, Forth Rail Bridge, SSE Hydro and Eilean Donan Castle, along with thousands more around the world such as Big Ben, the Eiffel Tower and Sydney Opera House.

2017 marks Earth Hour's tenth anniversary and it's never been a more important time to keep taking climate action.

As an iconic building or landmark, you can play a vital role in showcasing Earth Hour, reducing carbon emissions, promoting sustainability and engaging with your community.

Help us to continue to be world-leading.

Switch Off:

- Turn off the lights in your buildings and offices for one hour on 25 March 2017 at 8.30pm.

Take Part:

- Promote WWF's Earth Hour to staff through emails and intranet, encouraging them to sign up as individuals and take part in the event on a personal basis.

Engage:

- Make use of your website, newsletters, twitter and facebook to encourage members of the public to sign up, demonstrating your support for action on climate change.
- Organise your own Earth Hour event such as a countdown to the big switch off, a candlelit dinner, concert or ceilidh or even a historic or ghost tour of your building.

Promote the event

- Promote your involvement in the event to partners, suppliers and other organisations with whom you have links and encourage them to take part.
- Get in touch with local media to tell them about your involvement in WWF's Earth Hour. You can use this opportunity to showcase some of the other work you are doing in relation to climate change, renewable energy or other sustainability issues.

Raise awareness

- Use WWF's Earth Hour as a chance to raise awareness across staff of your action on reducing emissions. This could support any work you are doing with staff within the workplace as part of a wider, longer-term strategy to reduce carbon emissions from your own buildings

**3 MORE
DAYS!**



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#EarthHour

FEATURE IN OUR 30 DAY COUNTDOWN TO EARTH HOUR

In the 30 days leading up to Earth Hour 2017 we will be highlighting the involvement of a different organisation, business or landmark every day. If you'd like your landmark to feature as one of the 30, get in touch and tell us about one of the most interesting things you're doing for Earth Hour, whether that be an event, a switch-off or a new initiative.

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THANK YOU SCOTLAND!

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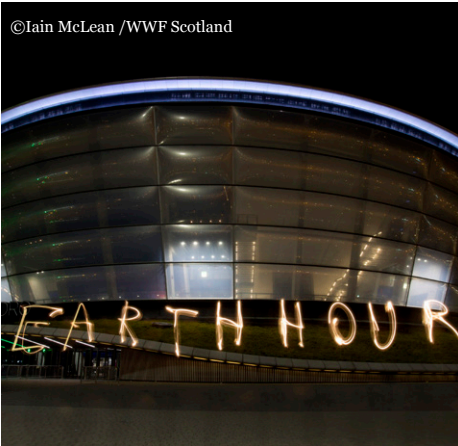


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IDEAS FOR EARTH HOUR 2017

Just some of the many amazing activities that took place all across the country in 2016



SSE Hydro

The SSE Hydro took part in Earth Hour for the first time in 2016, switching off its stunning external lighting and helping showcase Earth Hour from its prominent location and in local media.

Historic Scotland

Historic Scotland switched off the lights at a record 13 of its properties across the country. These included many of Scotland's most iconic landmarks such as Edinburgh Castle, Glasgow Cathedral, Stirling Castle and Arbroath Abbey. They also promoted Earth Hour to staff, members and the public in newsletters, online and in social media, notably taking an active part in WWF's #passthepanda.



The Kelpies

Scottish Canals, in partnership with the Falkirk Community Trust, not only switched off the lights at one of Scotland's newest iconic landmarks, they also hosted an event there, with members of the public gathering to do yoga at the foot of the striking Kelpies. They also switched off the Falkirk Wheel and sent a #passthepanda around the Scottish canal network to promote Earth Hour via social media.

Lloyds Banking Group on the Mound

In addition to switching off its renowned building on Edinburgh's Mound, the Group switched off the lights for Earth Hour across 16 of its head office sites including those in Livingston, Rosyth, and Glasgow.



Glasgow Science Centre

The Glasgow Science Centre held a special Earth Hour event on the night with singing group, the Madrigals, performing to a sold-out audience in the planetarium to the backdrop of a stunning starry display.

For more ideas, inspiration or materials to get your Earth Hour campaign off the ground do get in touch. Whether you want to host an all-signing or all-dancing event or takeover twitter, we can help.

SUPPORT AND RESOURCES

For up to date information and access to resources, visit wwfscotland.org.uk/earthhour

On these pages you will find:

- Links to the online sign-up page
- Links to useful resources
- Updates on what's happening in Scotland

As WWF's Earth Hour approaches we'll also provide you with a form to report your activities on, newsletter and facebook text as well as tweets for you to use in your promotion work. Make sure you check out our own social media activity on Twitter [@wwfscotland](https://twitter.com/wwfscotland) [#earthhour](https://twitter.com/wwfscotland) or on Facebook at www.facebook.com/wwfscotland

We'd like to work with your local authority to help you make Earth Hour 2017 a huge success in your area. Please contact us to find out more.

Contact:
WWF Scotland
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“One simple way to show your support and help protect our planet is to take part in WWF’s Earth Hour”.

Andy Murray, WWF Global Ambassador

100%

EARTH HOUR ACTIVITIES
AND EVENTS IN EVERY
SCOTTISH LOCAL
AUTHORITY AREA

160

ICONIC BUILDINGS
SWITCHED OFF
IN SCOTLAND

ICONIC BUILDINGS & LANDMARKS EARTH HOUR IN NUMBERS

917

SCHOOLS IN SCOTLAND
PARTICIPATED
LAST YEAR

ALL

FIVE POLITICAL PARTY
LEADERS SUPPORTED
EARTH HOUR 2016



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WORKING
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Earth Hour in Scotland is funded by players of People's Postcode Lottery

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