



DO IT
FOR YOUR
PLANET

JOIN THE GLOBAL CELEBRATION

EARTH HOUR

25 MARCH 2017 8.30pm

A GUIDE FOR
SCOTTISH LOCAL AUTHORITIES

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

EARTH HOUR
8.30PM
25 MARCH 2017

Earth Hour is a time for millions around the world to 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.

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, theaters 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. 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. By signing up you send a message that your authority 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



LOCAL AUTHORITIES WE COULDN'T DO IT WITHOUT YOU

Scotland's local authorities have always played a major role in the success of Earth Hour in Scotland. We were the first country in the world to have 100 per cent support for Earth Hour from our local authorities; switching off iconic landmarks, engaging the public and generating not only huge media interest but also global recognition. Every year we strive to build on this incredible support with the many events, activities and initiatives that Scottish local authorities lead on.

Local authorities have a vital leadership role to play in reducing carbon emissions and engaging with local communities. Turning off the lights for an hour won't solve climate change, but it will highlight your authority's commitment to take a lead and to be part of an international movement that demonstrates to national leaders that the world wants them to take action.

"THE SUSTAINABLE SCOTLAND NETWORK CONTINUES TO SUPPORT WWF'S EARTH HOUR, AND VALUES THE ACTIONS OF LOCAL AUTHORITIES AND PUBLIC SECTOR ORGANISATIONS ACROSS SCOTLAND IN PROMOTING EARTH HOUR. WE HOPE THAT ALL OUR MEMBERS - NOT JUST LOCAL AUTHORITIES, BUT THE WHOLE OF THE SCOTTISH PUBLIC SECTOR - WILL BE PART OF THE SWITCH-OFF IN 2017, RAISING AWARENESS OF THE NEED TO ACT ON CLIMATE CHANGE, AND DEMONSTRATING OUR COMMITMENT TO REDUCING SCOTLAND'S GREENHOUSE GAS EMISSIONS."

CHRIS WOOD-GEE,
Chair of Sustainable Scotland Network

With ever-tougher budget constraints, WWF's Earth Hour offers opportunities to meet commitments made by your authority by signing the Scottish Climate Change Declaration and by being responsible for reducing emissions under the Scottish Climate Change Act.

- WWF's Earth Hour, now the most recognised campaign in Scotland, is an ideal opportunity to show how your climate change targets matter at the local level, and how they feed international and international efforts to reduce carbon emissions and increase sustainability.
- WWF's Earth Hour can be the highlight of your own campaign to raise awareness to local people about what you are doing to reduce emissions.
- WWF's Earth Hour is an opportunity to work with partners to show how you are leading on cutting emissions and highlighting what other organisations and businesses can do.
- WWF's Earth Hour is a highly visual event. The higher the number of buildings that switch off their lights, the bigger the impact. Film and images of activities in your area on the night can demonstrate that your authority is being a leader on tackling sustainability issues.
- WWF's Earth Hour is highly media-friendly. The event can generate hundreds of media hits in Scotland at national and local level - so an event or photo-shoot in your local authority area can be used to raise awareness in the press about your commitment to climate change. We can provide template press releases to help you.

2016
WAS A FANTASTIC SUCCESS,
WITH A RECORD 178 COUNTRIES
TAKING PART ALONGSIDE INDIVIDUALS,
SCHOOLS AND BUSINESSES FROM
ACROSS THE PLANET.

WHAT CAN LOCAL AUTHORITIES DO FOR EARTH HOUR 2017

100% of local authorities have supported Earth Hour in Scotland. This year we want to continue to build on this fantastic support to make Earth Hour even more successful. Help us to continue to be world-leading.

The Earth Hour 2017 Local Authority Challenge

If you as a local authority do the following three things and let us know by completing the reporting form we send you, we'll promote your support in our publicity:

Switch Off: turn off the lights in your town hall, headquarters and other landmarks in your control for one hour on 25 March 2017 at 8.30pm (if you don't have any lights you can turn off, do one of the other actions instead).

Take Part: promote WWF's Earth Hour to staff through e-mails 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 the support for action on climate change in your area

If your local authority does an additional three activities from the list below we'll award you with a **WWF Scotland Super Local Authority Badge**, which you can use on your website or on promotional materials

Could your local authority be the **Local Authority Earth Hour Champion of the Year?** This award recognises the local authority and two runners up that do the most to support Earth Hour. The three winners for 2016 will receive their awards in the run up to Earth Hour 2017.

Involve your community

- Work with your Community Planning Partnership to endorse Earth Hour and get each partner to sign up.
- Organise your own Earth Hour event such as a public countdown to the big switch off, a community ceilidh by candlelight or even a star watching event. Visit our website for more ideas.
- Talk to local businesses and organisations to get the lights switched off on iconic or important buildings or structures in your local area. They might also be willing to promote the event to their staff and some, such as pubs, restaurants or hotels, might be interested in organising their own event.
- Encourage local sports, dance or fitness groups to host a special Earth Hour session to raise awareness as part of the 'keep moving on climate change' message.
- Encourage local residents, schools and community groups to get involved – you may be able to build on existing links and make WWF's Earth Hour part of your ongoing work on climate change.



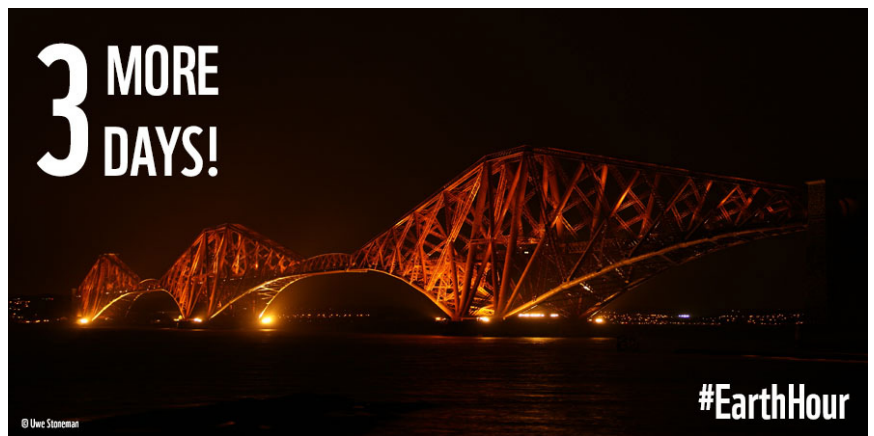


Promote the event

- 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 the council is doing in relation to climate change, renewable energy or other sustainability issues. Local press might also be interested in a photo shoot involving senior council staff or dignitaries or with a local group or school that has got involved.

Raise awareness

- Use WWF's Earth Hour as a chance to raise awareness across council departments 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 the authority's own building and estate.



**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 authority to feature as one of the 30, you need to qualify as an Earth Hour Super Local Authority (see above) 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.

IDEAS FOR EARTH HOUR 2017

In 2016, Earth Hour events and activities were held in every local authority area of Scotland, from star gazing in Ayrshire to candlelit dining in Thurso, ghost walks in Grantown to nature walks in Aberdeen, a candlelit sing along in Dunbar to a candlelit concert in Glasgow plus a record breaking yoga attempt at the foot of the Kelpies. These are just a few of the many local authority activities that took place:



Midlothian Council

In addition to promoting Earth Hour widely to staff and public through social and traditional media, Midlothian Council arranged for its libraries to host displays of climate change books and information in the run up to Earth Hour.



Aberdeen City Council

Aberdeen City Council ran its own dedicated programme of events and activities in the run up to and during Earth Hour 2016 including art projects, a night time nature walk, tree planting, a planetarium, school events and film screenings. They also linked with partners, including universities, businesses and climate groups, across the city to deliver and promote the event.



Glasgow City Council

2015 Earth Hour Super Local Authority Champions, Glasgow City Council, focused their energies in 2016 on creating as big a visual impact from Earth Hour in the city centre as possible. As well as switching off their own key properties, including the Clyde Arc and Kelvingrove, they reached out to many others to secure their participation. As a result national landmarks such as the SSE Hydro and Science Centre joined bars, hotels and shopping centres across the city in switching off their lights and hosting Earth Hour themed events.



Highland City Council

One of 2015's runners-up in the Local Authority Champion Awards, Highland Council continued to do great things in 2016. In addition, to switching off key landmarks, including 3 castles, and running ranger-led events on the night, they used their accounts and networks to reach out to the public on social media. Through their own Carbon Clever Network and by engaging with partner organisations they managed to reach a huge following with the Earth Hour message.

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
T: 0131 659 9100
scotland@wwf.org.uk



“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

@MartaFranco



GLASGOW

@TommySlack



THANK YOU SCOTLAND!

@Maverick



EARTH HOUR

@Maverick



100%

EARTH HOUR ACTIVITIES
AND EVENTS IN EVERY
SCOTTISH LOCAL
AUTHORITY AREA

160

ICONIC BUILDINGS
SWITCHED OFF
IN SCOTLAND

LOCAL AUTHORITIES 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
TOGETHER TO
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WWF Scotland, The Tun, 4 Jackson's Entry, Holyrood Road, Edinburgh EH8 8PJ. T: 0131 659 9100. E: scotland@wwf.org.uk Design: Claire MacDonald