



DO IT
FOR YOUR
PLANET

JOIN THE GLOBAL CELEBRATION

EARTH HOUR

25 MARCH 2017 8.30pm

A GUIDE FOR
SCOTTISH PUBLIC BODIES

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



WHAT CAN PUBLIC BODIES DO FOR EARTH HOUR 2017?

Scotland's public bodies play a major role in the success of Earth Hour in Scotland. Public sector organisations across the country take a huge amount of action: switching off iconic landmarks, engaging the public and generating not only huge media interest but also global recognition. Every year we continue to build on this incredible support with the many events, activities and initiatives that Scottish public bodies lead on.

Earth Hour presents a simple, symbolic action people can take to show they care about our planet and issues, like climate change, that will impact on people and nature. However Earth Hour also presents a stepping stone to further action, by encouraging people to go beyond the hour. An nfpSynergy survey found that WWF's Earth Hour was the most heard of charity campaign in Scotland in 2015, with 55% of people saying they had heard of it. Across the UK, nfpSynergy found that 84% of those who took part said they felt inspired to do something to protect the planet.

"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

Public bodies have a vital leadership role to play in reducing carbon emissions and increasing sustainability. Turning off the lights for an hour won't solve climate change, but it will highlight in public your body'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.

To recognise the invaluable support you provide, if your public body carries out one of each of the following types of activities and reports them to us, using the form provided, we'll award you with a **WWF Scotland Super Public Body Badge**. You can use the badge on your website or on promotional materials. Plus, three public bodies that carry out the most activities will be named **Public Body Earth Hour Champion and two Runners Up for 2017**.

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 (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 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 reception or ceilidh by or even a star watching event.



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 and 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 your own buildings and estate.



3 MORE DAYS!

#EarthHour

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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

Over 25 Scottish public bodies took part in Earth Hour 2016. These are just some of the many public body activities that took place all across the country.

The following were amongst those public bodies that gained an 'Earth Hour Super Public Body' Badge for their fantastic efforts.



Historic Environment Scotland

Historic Environment Scotland was named Earth Hour Public Body Champion 2015 for its fantastic efforts. These included switching off the lights at 13 of Scotland's most iconic landmarks, including Edinburgh Castle, Stirling Castle and Arbroath Abbey. They also promoted Earth Hour to both staff and members in newsletters, social media and online.

Scottish Canals

Scottish Canals, in partnership with Falkirk Community Trust, was named Runner Up in the Earth Hour Public Body award. As well as switching off both the iconic Falkirk Wheel they hosted a great event on the night of Earth Hour with people gathering to do yoga at the foot of the Kelpies



Visit Scotland

Visit Scotland promoted Earth Hour with visitor centres all over Scotland participating. They also engaged actively on social media with one of our #passthepandas visiting scenic locations to spread the word

Scottish Enterprise

As well as switching off all their offices in Scotland, Scottish Enterprise went a step further ensuring their premises across the world took part, including offices in Rio, Chicago, Sydney, Beijing and Moscow. They also promoted action on climate change to staff with an internal 'Earth Hour week' leading up to the event.



Scottish Natural Heritage

To mark Earth Hour, SNH ran a publicity campaign for their staff, posting details of the event on their intranet and in newsletters as well as encouraging staff to take action at home. They also ensured the lights would be off for the hour at their many premises across the country

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](#) [#earthhour](#) or on Facebook at www.facebook.com/wwfscotland

We'd like to work with your organisation 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

100%

EARTH HOUR ACTIVITIES
AND EVENTS IN EVERY
SCOTTISH LOCAL
AUTHORITY AREA

160

ICONIC BUILDINGS
SWITCHED OFF
IN SCOTLAND

PUBLIC BODIES EARTH HOUR IN NUMBERS

917

SCHOOLS IN SCOTLAND
PARTICIPATED
LAST YEAR

ALL

FIVE POLITICAL PARTY
LEADERS SUPPORTED
EARTH HOUR 2016



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