

WELCOME

"Thanks to supporters like you, we're able to fund vital research on how we can tackle the impacts of climate change in the UK and around the world, as well as campaigning to influence business and political leaders to make the changes needed to tackle climate change."

Gareth Redmond-King Head of Climate Change and Energy WWF-UK



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MAKE YOUR EARTH HOUR MATTER

Each year for Earth Hour, millions of people around the world come together in a spectacular lights out display to call for action to protect our brilliant planet. Join in and be part of the world's largest demonstration of support for action on climate change.

The celebrations have grown each year, spreading round the world, with a record 178 countries taking part last year.

Iconic landmarks across the UK switched out their lights, from Big Ben and Buckingham Palace, to Brighton Pier and Edinburgh Castle. And this year is set to be the biggest yet as it's the 10 year anniversary of Earth Hour. You can be part of it.

2016 was the hottest year on record and a new high for the third year in a row. That means 16 of the 17 hottest years on record will have been this century.

With our new Prime Minister announcing that she is still committed to keeping climate action a priority, it's now more important than ever to show your support for action on climate change by taking part in Earth Hour and ensuring that those promises are turned into action.

By taking part you'll be sending a strong message that you want action on climate change to help protect our beautiful planet.

CONTACT THE TEAM

For the latest Earth Hour news, inspiration to help you make your Earth Hour matter, or if you have a question about Earth Hour you can contact us by:

EMAIL

earthhour@wwf.org.uk

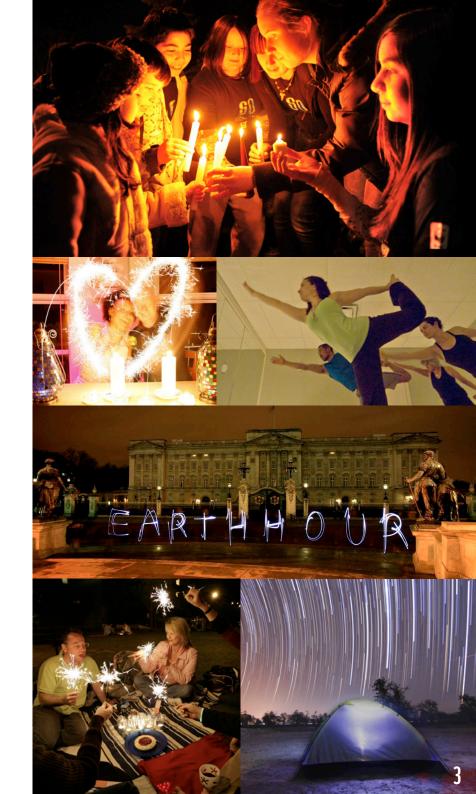
FACEBOOK

facebook.com/earthhouruk

TWITTER

@wwf_uk #EarthHourUK

Don't forget to share your plans for the night with us – through Facebook or Twitter with #EarthHourUK - so we can share your event plans and inspire others to get involved in Earth Hour too!



SIX SIMPLE STEPS TO MAKING YOUR EARTH HOUR MATTER

Earth Hour is always a favourite in our house. iPads and Xbox are banned for the night, and this year we're inviting neighbours and friends for candlelit cocktails.

Helen, Earth Hour supporter

ONE

GET THE DATE IN PEOPLE'S DIARIES

No need to worry about when you're going to hold your Earth Hour event. This year it's Saturday 25 March, between 8.30 and 9.30pm (although you can of course start earlier or end later to suit your plans). But do tell people to hold that date as early possible, to make sure lots of guests attend your event.



PICK YOUR PERFECT EVENT

There are lots of ways you can make your Earth Hour matter for WWF. For inspiration, take a look at pages 5 and 8 at our event ideas to do at home or in your community. Or why not come up with something original that ties in perfectly with the spirit of Earth Hour?



THREE CHOOSE A GREAT VENUE

If you're holding an event at home, try to make it as atmospheric as possible with some magical candlelight. Or if you're organising a larger event, choose a venue that people can easily get to and which can be lit by candles, such as a church hall, community centre or local restaurant. Again, act early and book your venue as soon as possible.



FOUR BUILD FUNDRAISING INTO YOUR EVENT

Whether your event is big or small, there are many different ways you could raise money to support our work in tackling climate change.

Perhaps you could ask for donations for any tasty treats you've cooked up, forfeit those who use technology during Earth Hour or ask people to donate during the event by text or online. Find out more on page 13.



MAKE THE MOST OF EARTH HOUR RESOURCES

We've got some great posters, postcards and social media posts you can use to get your event noticed. Find out more at our useful resources page wwf.org.uk/EHresources



SIX

SEND IN THE MONEY YOU RAISE

The sooner we receive the money you raise, the sooner we can put it to work to help protect our planet.

Setting up a JustGiving page is a quick and easy way to collect money and donate it, make sure you say on your page it's for Earth Hour.



Or send a cheque (payable to WWF-UK) with our paying in form telling us how you raised the money and send it into the address on page 13.



MAKE YOUR EARTH HOUR MATTER AT HOME



EMBRACE SOME HYGGE

Hygge is the Danish way of living well by taking the time to appreciate simple pleasures, and it's the perfect thing to embrace during Earth Hour. So why not find your inner Dane and invite friends round for a cosy candlelit evening of contemplation.

SCRABBLE ANYONE?

Forget the Xbox and PlayStation, board games are what quality time with family and friends is all about. Play them all evening and give a prize to the overall champion. Or host a themed evening like a murder mystery party – perfect by candlelight.





GET CRAFTY

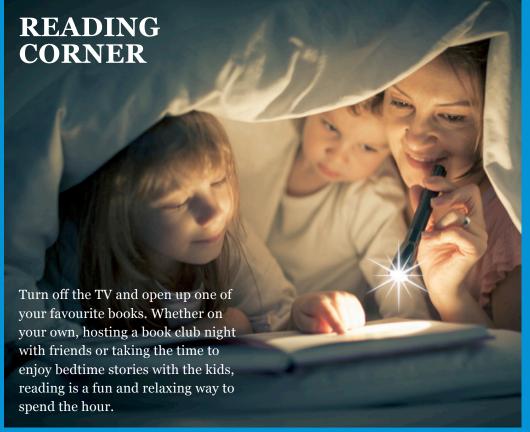
Hold a craft event at your home for your friends, or your children and their friends. You could paint or draw under candlelight or create animal masks from paper. Or why not try something new? From stitching and knitting to decoupage, there are lots of great crafts to get involved in.

BAKE FOR A CAKE SALE

Use your Earth Hour to bake some tasty treats. You could even give your cakes, buns or biscuits an Earth Hour or WWF theme.

Sell your scrumptious creations at a cake sale the following day. Don't forget to share your creations with us using #EarthHourUK on Twitter, Facebook or posting on Instagram.





MAKE YOUR EARTH HOUR MATTER AT HOME



PAUSE FOR THOUGHT

As the lights go out around the world and millions come together for our brilliant planet, Earth Hour is a great moment to take some time to reflect and learn about the wonders of our world and issues it's facing.

Why not host a talk or lecture at home or in the local town hall?

You can browse our website wwf.org.uk/EHtakepart for some ideas for topics and discussion themes for your Earth Hour.

HAVE A DIGITAL DETOX

Get sponsored to give up devices such as your phone, iPad, games console or computer during Earth Hour (or for longer). Encourage your family or friends to take part too. It's a great way to down electronic tools and reconnect with the real world.



However you choose to spend the hour, be sure to share how you're making your Earth Hour matter. Add yourself to our map at wwf.org.uk/EHtakepart, and share your plans with us on social media using #EarthHourUK.

Too many belly laughs playing pie face with the kids during #EarthHourUK that we almost woke the baby!

Lolly, on Twitter

MAKE YOUR EARTH HOUR MATTER IN YOUR COMMUNITY

Holding a bigger event for Earth Hour is a great way to bring your community together while building awareness of the need for action on climate change, supporting WWF and having plenty of fun at the same time. The hardest part is choosing what to do!

ENJOY A NIGHT-TIME WILDLIFE WALK

Organise a night-time walk for adults and children and see what nocturnal animals you can discover. Try to get a local wildlife expert involved who knows where best to walk and what creatures to look out for.



MAKE YOUR EARTH HOUR MATTER IN YOUR COMMUNITY



GET QUIZZICAL AT A LOCAL PUB

Organise a candlelit quiz with a pub in your local area. Why not theme your questions or quiz rounds about our amazing planet and the people and animals we share it with?

A TIME FOR REFLECTION

Bring your community together for a night of candlelit discussion.

Arrange for a guest speaker or even organise a secret lecture for your community. Check out our useful resources to help you organise your event at wwf.org.uk/EHresources





HAVE A PICNIC OR BARBECUE UNDER THE STARS

Invite people to give a donation to join you for a picnic or barbecue on the evening of Earth Hour.

DINE OUT UNDER CANDLELIGHT

What could be more romantic than a candlelit dinner? Thanks to our partners, the Sustainable Restaurant Association, restaurants up and down the country will be holding special candlelit evenings. Find your nearest participating restaurant at wwf.org.uk/EHtakepart



HOST A STARGAZING PARTY

Try to find a spot away from densely populated and light polluted areas, so you can sit back and enjoy the stars (fingers crossed for a clear night). Cook up some warm food to take with you to keep everyone warm. Check out the Forestry Commission's Earth Hour stargazing guide for a little help forestry.gov.uk/stargazing-guide or even join one of their stargazing walks in a forest near you. Find your nearest walk on our map at wwf.org.uk/EHtakepart.



MAKE YOUR EARTH HOUR MATTER IN YOUR COMMUNITY



PUT ON A CANDLELIT PLAY

Go back to the days of Shakespeare and put on a dramatic production that's lit only by candlelight.

Or try something different with a poetry slam.

Why not ask your local theatre group to get involved? Or see if your local theatre has plans to host an Earth Hour evening.

HOLD A STREET PARTY

Organise an Earth Hour street party with friends and neighbours. Get creative with an Earth Hour theme or dress code.

Find all the resources you need to plan your street party at wwf.org.uk/EHresources



However you choose to spend the hour, be sure to share how you're making your Earth Hour matter. Add yourself to our map at wwf.org.uk/EHtakepart and share your plans with us on social using #EarthHour and @wwf_uk.



MAKE YOUR EARTH HOUR MATTER FOR FUTURE GENERATIONS

With over 80% of the people who took part in last year's Earth Hour feeling inspired to do more to protect our planet, Earth Hour offers a great opportunity for you, your family and your friends to take some time out and reflect on what action you can take to protect our planet for future generations. Here are our top suggestions of what you can do - positive steps we'd love you to encourage your guests to do at your event.

BECOME A WWF MEMBER

and you'll be supporting our vital work to protect the planet for future generations. With your help we can protect some of the world's most iconic and vulnerable animals, places and people, and tackle some of our biggest threats like climate change.



ADD YOUR NAME

to show your support for action on climate change at wwf.org.uk/ **EHtakepart**

AVOID

USING PLASTIC

CARRIER BAGS,

they're biodegradable.

from wwf.org.uk/shop

Get yourself a few strong,

reusable and stylish bags

or if you have to, make sure

THROW LESS STUFF AWAY

which means recycling as much as you can, putting leftover food in a compost bin and trying to sell or give away possessions you don't want, rather than sending them to a landfill site.



BUY **SECOND HAND**

emissions.

DROP THE

YOUR HOME,

TEMPERATURE IN

as this can save you money on

your heating bills and reduce

your household carbon dioxide

to prevent items going to landfill, reduce the amount of materials being used and helping to save you money

at the same time.

SWITCH OFF LIGHTS

and other electric appliances when you're not using them. Lighting accounts for 18% of a typical household's electricity bill. You can significantly cut your lighting bill and energy use by switching off lights when you don't need them and fitting energy-saving light bulbs.



USE YOUR CAR LESS,

either by walking more, getting on your bike or taking public transport.



REDUCE YOUR WATER CONSUMPTION

by having shorter showers rather than baths and turning off the tap when you brush your teeth. If each member of a family of four reduced their shower time by just one minute, they would save as much as 11,648 litres of water per year and significantly reduce their household's energy consumption too. You can also help reduce waste by drinking less bottled water.

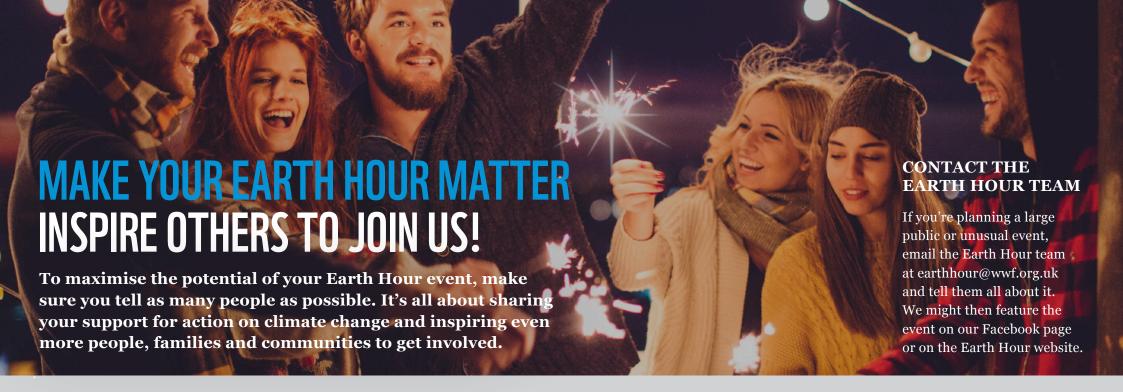


BUY SUSTAINABLY,





find other ways to support our work – whether that's campaigning with us, volunteering at one of our events or joining Team Panda to help us raise vital funds to tackle issues like climate change. Visit wwf.org.uk/earthhour/go-beyond-the-hour for more information.





JOIN IN: SHARE YOUR PLANS ON OUR EARTH HOUR MAP

Simply pop over to wwf.org.uk/EHtakepart and add your event to our Earth Hour map. That way people who visit the Earth Hour website will know that you're taking part and what you're up to.



POST ON FACEBOOK

Let all of your friends on Facebook know about your event and why you're doing it using #EarthHourUK. This is a great way to encourage people to attend, give a donation and take action against climate change. Also remember to post pictures from your event to show people what a great time you had. You never know, it might lead to some of your Facebook friends taking part in Earth Hour next year.



TWEET ON TWITTER

Regularly tell your followers about your event, and remember to tweet updates whilst it's taking place.
Follow @wwf_uk and retweet our posts or create your own and tag @wwf_uk and #EarthHourUK.



POST ON INSTAGRAM

The saying goes that a picture is worth a thousand words, so don't be shy about posting up photos and videos from your event on Instagram. Remember to tag your photos #EarthHourUK so we can share them too.



1. Set up an online fundraising page

Use JustGiving to collect your donations. It's easy to set up and you can set a target for how much you want to raise. They also send your money to us directly and people who can't join you on your big night can still support you.

2. Donate online

If you've collected lots of cash, you could simply bank it in a personal account and give a donation online for the same amount. Simply visit wwwf.org.uk/earthhour to donate. You can also encourage family and friends to donate in this way if you decide not to set up an online fundraising page. However, do note that you can't give Gift Aid on money you have collected.

3. Send a cheque

Another way to donate cash you've collected is to send a cheque made payable to WWF-UK to WWF-UK, The Living Planet Centre, Brewery Road, Rufford House, Woking, Surrey, GU21 4LL. Please send this with an Earth Hour paying-in form, which you can download from wwf.org.uk/earthhour

4. Text to donate

A really easy way you can encourage people to boost your fundraising is by getting them to text EARTH to 70123 to donate £3 this #EarthHourUK

They will be charged £3, plus one message at the standard network rate. WWF will receive 100% of the donation. If you wish to discuss this mobile payment call 0203 282 7863. Registered charity number 1081247. We will contact you by phone and SMS to tell you more about our work and how you can be part of it. If you do not wish to be contacted, text NOCOMMS WWF to 70060.

THANK YOU FOR YOUR SUPPORT

