MAKE YOUR EARTH HOUR MATTER

25 MARCH 2017, 8.30PM
JOIN IN TO SUPPORT ACTION ON CLIMATE CHANGE

#EarthHourUK
wwf.org.uk/earthhour
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 already with us and we can’t afford to let progress on fighting climate change slow down.

By signing up to Earth Hour you’ll be sending a message that your business or organisation supports action on climate change and is committed to protecting our brilliant planet. Our corporate partners such as HSBC, MBNA and Pukka support Earth Hour each year and you may have also seen the advert that Sky runs promoting their involvement! There are many ways you can get involved, take a look how at [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour).

**8.30pm on Saturday 25 March 2017** is Earth Hour’s 10th anniversary. Hundreds of millions of people across the world will sign up and switch off their lights for one hour in a symbolic show of support for action on climate change. In 2016 a staggering six million people took part in the UK alone, joining people from over 178 countries, with global landmarks like Big Ben, the Eiffel Tower and the Sydney Opera House also switching off.
WHY TAKE PART IN WWF’S EARTH HOUR?

1. It’s a great way to engage staff in your climate change policies and offer them the opportunity to get involved in climate action at home and at work

2. Earth Hour is an easy and effective platform to celebrate your sustainability journey and new initiatives with stakeholders, staff and/or the public

3. It is a fantastic way to publicly support the largest global environment movement. In 2016, Earth Hour had a Twitter reach of 36.8 million and had over 850 pieces of media coverage in the UK alone!
HOW TO BE PART OF WWF’S EARTH HOUR 2017

1. Sign up at wwf.org.uk/earthhour and add your company to the Earth Hour map so everyone can see you’re taking part.

2. Switch off all non-essential lighting that you can in your offices and landmarks for one hour on 25 March 2017 from 8.30pm – 9.30pm. Let us know what landmarks and offices you’re switching off and we can include this in our national and regional media plans - earthhour@wwf.org.uk.

3. Involve your staff through your internal communications channels and encourage them to sign up and take part.

4. Organise an Earth Hour event such as a public countdown, a community celebration by candlelight or even a stargazing event. Keep us informed of your plans by emailing earthhour@wwf.org.uk and we could help you promote your event through our channels. We even have a limited range of merchandise that we can provide such as t-shirts, posters and postcards.

5. Spread the news! Encourage business partners, other local organisations and local schools to sign up and take part. See the sample tweets and copy on page 6 or download a wide range of amazing free resources at wwf.org.uk/earthhour/useful-resources

6. Join the Earth Hour movement on our social media channels:

- @wwf_uk
- WWF’s Earth Hour–United Kingdom
- @wwf_uk
- youtube.com/WWFunitedkingdom
- #EarthHourUK

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.

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.
Over the years, many businesses have gone above and beyond with their support. Below are some ideas to make you really stand out.

1. Make a commitment to staff to focus on sustainability policies or initiatives.

2. Donate to WWF’s climate change programme at [wwf.org.uk/earthhour/fundraise](http://wwf.org.uk/earthhour/fundraise).

3. Organise a photo shoot involving senior staff, dignitaries or celebrity partners, with a local community group or school. You can download our press release templates at [wwf.org.uk/earthhour/useful-resources](http://wwf.org.uk/earthhour/useful-resources).

4. Hold a ‘Wear it Bright’ day for your employees with a £1 entry donation or organise an Earth Hour themed bake sale for staff in aid of WWF.

Climate change demands urgent action. By taking part in Earth Hour 2017, you’ll be part of WWF’s global movement to inspire real action on climate change, protecting both people and wildlife around the world.
PROMOTIONAL COPY

On Saturday 25 March 2017 at 8.30pm, <<name of business/organisation >> will join millions across the world in turning off its lights for one hour in a momentous show of support for action on climate change.

By joining WWF’s Earth Hour with cities, communities and landmarks across the globe, <<name of business/organisation >> will take part in a symbolic action, which is more than just one hour of darkness. We believe this is our opportunity to show world leaders that action to tackle climate change is urgently needed.

To show our support, <<name of business/organisation >> will be switching off all non-essential lights at <<name of the office, buildings >> at 8.30pm on Saturday 25 March for one hour.

We strongly encourage local communities, businesses and organisations in <<name of the town, city >> to take part in Earth Hour 2017 to show support for action on climate change.

For more information and to sign up please visit wwf.org.uk/earthhour

SAMPLE SOCIAL POSTS

Facebook example posts
We’re proud to support action on climate change by taking part in WWF’s #EarthHourUK on Saturday 25 March from 8.30pm. Join us by signing up at wwf.org.uk/earthhour

Join people in <<name of the town, city >> to show your support for climate action by switching off your lights on Saturday 25th March at 8.30pm for WWF’s #EarthHourUK

Twitter example posts
We’re supporting WWF’s #EarthHourUK on Saturday 25 March at 8.30pm. Join us, find out more and sign up wwf.org.uk/earthhour

Friday 24 March 2017
Take part in @wwf_uk’s #EarthHourUK tomorrow from 8.30pm and join in the world’s largest action on climate change wwf.org.uk/earthhour

Saturday 25 March 2017
Don’t forget it’s @wwf_uk’s #EarthHourUK tonight at 8.30pm. Sign up and show your support for climate change action wwf.org.uk/earthhour
NEED MORE HELP?

If you have any questions, ideas or want to share your plans, we’d love to hear from you. Contact the Earth Hour team at earthhour@wwf.org.uk

#EarthHourUK