

EARTH HOUR
2018



Reconnect to your planet

EARTH HOUR



24 MARCH 8.30PM

A GUIDE FOR SCOTTISH LOCAL AUTHORITIES

JOIN THE WORLDWIDE MOVEMENT ON CLIMATE CHANGE

wwfscotland.org.uk/earthhour #EarthHourScotland @WWFScotland





WE ARE ALL CONNECTED

WE ARE SEEING OUR CLIMATE CHANGE AT A PACE WE'VE NEVER SEEN BEFORE.

NEARLY 1 IN 6 SPECIES IS AT RISK OF EXTINCTION FROM CLIMATE CHANGE. THEIR HABITATS, FROM INCREDIBLE OCEANS TO STUNNING FORESTS, ARE BEING DESTROYED. SNOW LEOPARDS, PUFFINS, RHINOS, ELEPHANTS AND POLAR BEARS ARE JUST SOME OF THE AMAZING ANIMALS WHO MAY NOT SURVIVE THE CHANGES WE ARE INFLICTING ON THE PLANET.



WWF'S EARTH HOUR: WORLD'S BIGGEST MOVEMENT ON CLIMATE CHANGE

Over 10 years, Earth Hour has become the world's biggest movement for action on climate change. Last year in Scotland alone, thousands of people showed their support for Earth Hour through creative events and activities across all local authorities. In a show of unity, more than 150 national and local landmarks, from Edinburgh Castle to the Forth Bridge, turned off their lights. Schools, businesses and organisations the length and breadth of Scotland, joined 187 countries in a record-breaking Earth Hour.

Once again, at **8.30pm on Saturday 24 March**, hundreds of millions of people across the world will be turning off their lights and coming together to mark Earth Hour. Together, we will show that we care about the earth, and act as a symbolic reminder that the future of our planet hangs in the balance.

Climate change threatens to destroy the very home we love and share. The earth's climate has changed many times in the past, but human activities today mean the pace of this change is faster than ever before and nature just can't keep up.

Using Earth Hour as a platform, we can all help shape the future and build a more sustainable world. This year, we are asking people to make a personal promise to change an aspect of their lives for the sake of our planet.

Make a promise to the planet and join us for Earth Hour 2018. Together, we can change the future.

www.wwfscotland.org.uk/earthhour
[@WWFScotland](https://twitter.com/WWFScotland) [#EarthHourScotland](https://twitter.com/EarthHourScotland)



LAST YEAR'S EARTH HOUR EVENTS



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ACROSS THE GLOBE

Hundreds of millions of people around the globe joined Earth Hour. From the Sydney Opera House and the Eiffel Tower, to Buckingham Palace, Caerphilly Castle and Edinburgh Castle, the world's biggest landmarks turned off their lights to show their commitment.

IN THE UK

Nine million people took part in Earth Hour last year to show support for climate action.

INSPIRED

90% of people who supported Earth Hour in the UK last year said it inspired them to do more to protect the planet.



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LOCAL AUTHORITIES: WE COULDN'T DO IT WITHOUT YOU

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% 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.

Local authorities pave the way for sustainability and climate action in communities. Turning off the lights for an hour won't solve climate change but it will highlight your authority's commitment to take the lead on environmental issues. The campaign also gives local authorities a chance to get individuals to commit to a change in lifestyle and be part of an international movement that demonstrates to national leaders that the world wants them to take action.

Earth Hour provides an easy and engaging way for you and your community to be involved at a global scale, and help towards meeting Scotland's world leading targets to counter climate change.

- WWF's Earth Hour, now the most recognised campaign in Scotland, is an ideal opportunity to show how your climate change targets matter at a national and international level, and how they feed local 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 of how you are leading on cutting emissions and how your local communities and businesses can play their part.
- Earth Hour is a significantly visual event. The higher the number of buildings that switch off their lights, the bigger the impact. Films and images of activities in your area on the night can demonstrate that your authority is a leader on tackling sustainability issues.
- WWF's Earth Hour is very media-friendly. The event can generate hundreds of media hits in Scotland at national and local level, so an event or photoshoot 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.

**TURN OFF
YOUR LIGHTS
AT 8.30PM,
24 MARCH
#EarthHourScotland**

WHAT CAN LOCAL AUTHORITIES DO FOR EARTH HOUR 2018?

Quite simply, Earth Hour is the world's biggest movement for climate action and has produced fantastic global and political results.

With Scotland being the first country in the world to have 100% support for Earth Hour from our local authorities, we want to make this year's Earth Hour even more successful.

The Earth Hour 2018 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 **24 March at 8.30pm**.

Take Part: promote WWF's Earth Hour to staff through emails and intranet, encouraging them to sign up, make a commitment to protect our planet as individuals and take part in the event on a personal basis.

Engage: make use of your website, newsletters, Twitter (**#EarthHourScotland / @WWFScotland**) 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 2018 will receive their awards in the run up to Earth Hour 2019.

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 switch off lights on iconic or important buildings and structures in your local area. They might also be willing to promote the event to their staff and some businesses, 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 join the worldwide movement on climate change.
- 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.



WHAT CAN LOCAL AUTHORITIES DO FOR EARTH HOUR 2018?

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 photoshoot involving senior council staff or dignitaries, or with a local group or school who have taken part.

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.

Make a promise

- This year we're also asking participants – whether they're an individual, school or business - to make an Earth Hour promise. We want people to choose something that they can change to live more sustainably and make a promise for the planet. This might be switching to green energy, eating less meat, or using less plastic.
- A local authority can make a promise too – such as reducing single use plastics in the workplace or encouraging staff to make their own Earth Hour promise on our website.

An underwater photograph showing a large school of fish swimming in clear blue water. A bright, vertical light source, possibly the sun, is visible in the upper center, creating a shimmering path through the water. The fish are of various species, including what appear to be snappers or similar reef fish.

**TOGETHER WE
SUCCESSFULLY
ADVOCATED A BAN
ON PLASTIC ON THE
GALAPAGOS ISLANDS**

UGANDA IS NOW HOME TO THE WORLD'S FIRST EARTH HOUR FOREST



IDEAS FOR EARTH HOUR 2018

In 2017, local authorities across Scotland galvanised the support of its communities to deliver an array of creative events and activities, helping to bring climate change issues to the fore and making Earth Hour the success it is! Below is a glimpse of some of the amazing work that was organised by Scotland's local authorities.

Dumfries and Galloway Council

In addition to an annual staff energy awareness survey to inform changes in the work place, Dumfries and Galloway Council used internal and external communications channels to promote Earth Hour and to bring supporters on board. These included regular emails, staff newsletters and promotion through GovDelivery, Instagram, Flickr and YouTube.

Aberdeenshire Council

During Climate Week North East, Aberdeenshire Council worked with North East Scotland Climate Change to promote Earth Hour, helping to reach a much wider audience and giving people key information and tools to be more environmentally aware.

South Ayrshire Council

In partnership with Ayr Renaissance and the University of the West of Scotland, South Ayrshire Council organised a parade during Earth Hour. It coordinated the support of various members of the community who took to the streets, including Young Scot, local businesses, libraries and museums. Each played an important role in promoting Earth Hour and joined millions of people across the globe in a bid to help protect our planet better.

Whether you want to host an all-singing or all-dancing event, or Twitter takeover, we can help.

Please get in touch for more ideas or materials to get your Earth Hour campaign off the ground.

SCOTLAND JOINED 187
COUNTRIES ACROSS THE
WORLD FOR A
RECORD-BREAKING
EARTH HOUR

MAKE AN
EARTH HOUR
PROMISE
#EarthHourScotland

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

We'd like to work with your local authority to help you make Earth Hour 2018 a huge success in your area. As WWF's Earth Hour approaches, we will provide you with a form to report back your activities, text for newsletters and Facebook posts, and model tweets for you to use in your promotional work.

Make sure you check out our social media activity on:
Twitter [@WWFScotland/#EarthHourScotland](https://twitter.com/WWFScotland/#EarthHourScotland)
Facebook www.facebook.com/EarthHourScotland

Please contact us to find out more:

WWF SCOTLAND
T: 0131 659 9100
SCOTLAND@WWF.ORG.UK

BE PART OF THE
WORLD'S BIGGEST
MOVEMENT ON
CLIMATE CHANGE



THANK YOU SCOTLAND!



100%

EARTH HOUR ACTIVITIES
AND EVENTS IN EVERY
SCOTTISH LOCAL
AUTHORITY AREA

150

ICONIC BUILDINGS
SWITCHED OFF
IN SCOTLAND

LOCAL AUTHORITIES EARTH HOUR IN NUMBERS

1190

SCHOOLS IN SCOTLAND
PARTICIPATED
LAST YEAR

ALL

FIVE POLITICAL PARTY
LEADERS SUPPORTED
EARTH HOUR 2017



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