

EARTH HOUR
2018



Reconnect to your planet

EARTH HOUR



24 MARCH 8.30PM

A GUIDE FOR SCOTTISH PUBLIC BODIES

JOIN THE WORLDWIDE MOVEMENT ON CLIMATE CHANGE

wwfscotland.org.uk/earthhour [@WWFScotland](https://twitter.com/WWFScotland) [#EarthHourScotland](https://www.facebook.com/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 160 iconic buildings and landmarks 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 for 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/WWFScotland)



LAST YEAR'S EARTH HOUR EVENTS



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ACROSS THE GLOBE

Hundreds of millions of people around the world 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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PUBLIC BODIES: WE COULDN'T DO IT WITHOUT YOU

Scotland's public bodies have always played a major role in the success of Earth Hour. Public sector organisations make a great contribution to Earth Hour: switching off iconic landmarks, engaging with 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.

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 your commitment to take the lead on environmental issues. The campaign also gives public bodies 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 public body 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 area can be used to raise awareness in the press about your commitment to tackling climate change.
We can provide template press releases to help you.

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

WHAT CAN PUBLIC BODIES 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.**

The Earth Hour 2018 Public Body Challenge

If you as a public body 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 buildings and offices for one hour on **Saturday 24 March 2018 at 8.30pm** (If you don't have any lights to turn off, complete one of the other actions instead.)

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 public body does an additional three activities from the list below we'll award you with a **WWF Super Public Body Badge**, which you can use on your website or on promotional materials.

Could your public body be the **Public Body Earth Hour Champion of the Year?** This award recognises the public body 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.



WWF'S EARTH HOUR 2018

**WE'RE A SUPER
PUBLIC BODY**

wwfscotland.org.uk/earthhour

WHAT CAN PUBLIC BODIES 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 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, long-term strategy to reduce carbon emissions from your own buildings and estate.

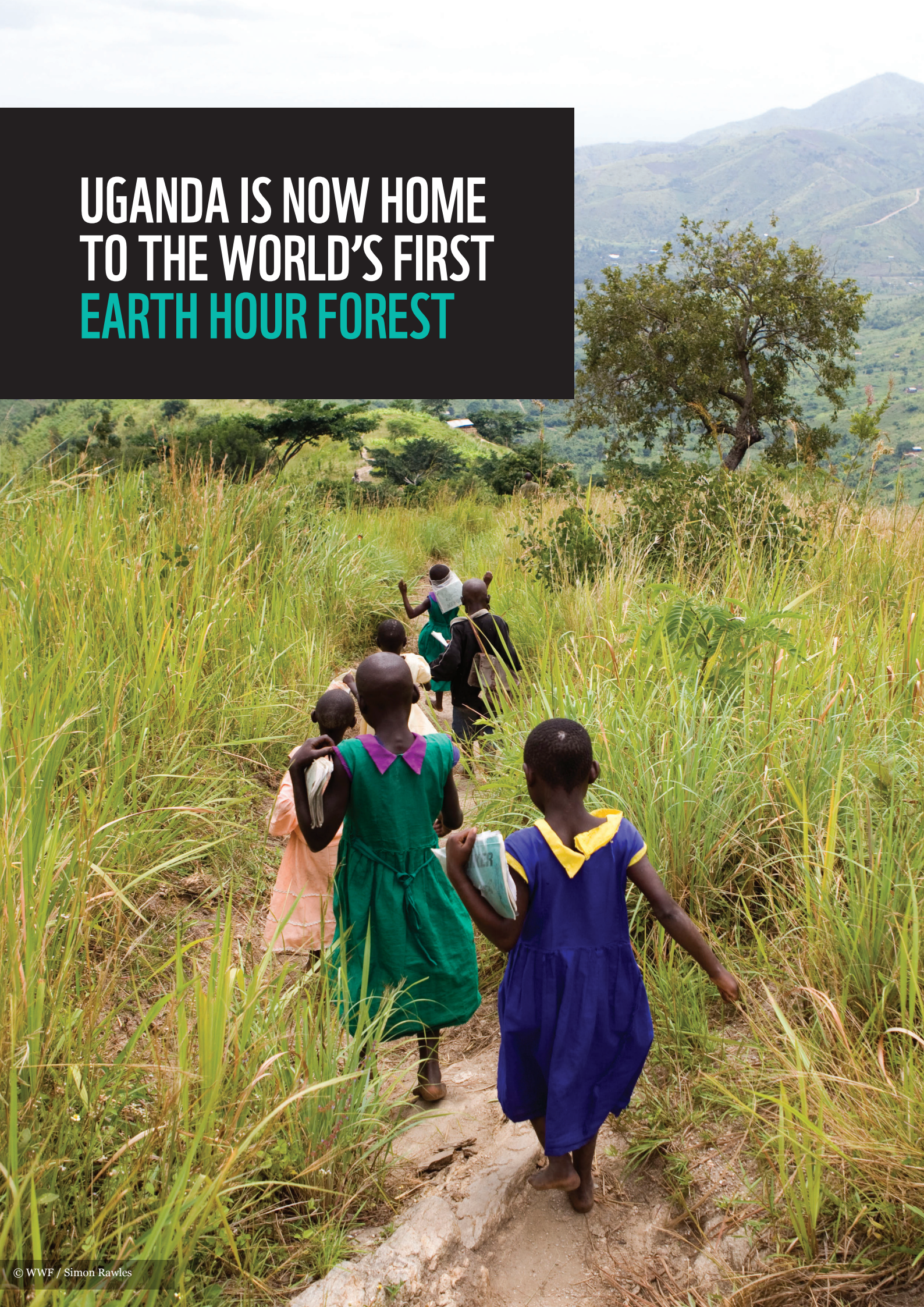
Make a promise

- 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 public body 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 beam of light penetrates the water from the surface, creating a shimmering path. The fish are of various species, including what appear to be striped 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

Last year, 25 public bodies took part in Earth Hour, delivering an array of creative events, activities and initiatives. Below is a glimpse of some of the amazing work that was organised by Scotland's public bodies.

Scottish Courts and Tribunals Service

Last year, the Scottish Courts and Tribunals Service switched off the floodlights at Glasgow Sheriff Court. In addition, Scottish Courts and Tribunals Service used their corporate Twitter account to encourage members of the public to sign up – demonstrating their support for action on climate change.

Scottish Canals

For Earth Hour, Scottish Canals switched off the lights at the Falkirk Wheel and The Kelpies on the Forth and Clyde Canal at Grangemouth. Furthermore, to raise awareness of their long-term strategy to reduce carbon emissions, they actively promoted the Scottish Canals Environment Strategy and Energy and Carbon Management plans across staff and departments.

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

NHS Greater Glasgow and Clyde (GGC)

NHS GGC switched off their lights in the Queen Elizabeth University Hospital, as well as areas in the Lister Building and the ACAD main atrium. To promote Earth Hour to staff, NHS GGC displayed details about sustainability on staff intranet and newsletters. They also used Facebook and Twitter to demonstrate their support for action against climate change to the public.

NHS National Services

To mark Earth Hour NHS National Services switched off lights at the Glasgow and Edinburgh main offices, as well as at their distribution centre for the whole weekend. They also removed single use plastics across their catering sites and introduced local menu options that were sourced within a 100 mile radius or less!

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.

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 organisation to help 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](https://twitter.com/WWFScotland) [#EarthHourScotland](https://twitter.com/WWFScotland)
Facebook www.facebook.com/EarthHourScotland

Please contact us to find out more:

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

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



THANK YOU SCOTLAND!



25

**PUBLIC BODIES
PARTICIPATED
LAST YEAR**

160+

**ICONIC BUILDINGS
AND LANDMARKS
SWITCHED OFF
IN SCOTLAND**

PUBLIC BODIES EARTH HOUR IN NUMBERS

9

**EARTH HOUR SUPER
PUBLIC BODY BADGES
AWARDED**

ALL

**FIVE POLITICAL PARTY
LEADERS SUPPORTED
EARTH HOUR 2017**



For a future where people and nature thrive | wwf.org.uk

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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