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# YOUR PROMISE YOUR PLANET

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EARTH HOUR  
INSPIRATION PACK



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#EarthHourUK

8.30PM ON **EARTH**  
24 MARCH **HOUR** 

100s  
OF MILLIONS



AT

8.30PM

ON

SATURDAY  
24  
MARCH

WILL SWITCH  
OFF  
THEIR LIGHTS



FOR ONE  
HOUR

# EARTH HOUR INSPIRATION PACK

Millions of people across the world will be switching off their lights for an hour from **8.30pm on Saturday 24th March** to celebrate **Earth Hour**. Last year 9 million people took part in the UK alone, joining national landmarks like Big Ben, Manchester Old Trafford and the Kelpies in the big switch off. This year we're asking you to go one step further.

We're at a crucial time in terms protecting the planet we call home. We're the first generation to experience the effects of climate change – and we're the last to be able to prevent it. We're also seeing our oceans plundered and suffocated by plastic and our food consumption decimate our forests and essential habitats. Research has shown that one third of us feel powerless about environmental issues, however earth hour proves that together we can make a difference.

We have the solutions; we just need to act on them!

## PROMISE FOR THE PLANET

That's why this year, we're asking people to **make a promise** to protect the planet.

We want everyone to pledge to change one thing in their everyday life that will help protect our planet. You could decide to eat less meat, ditch plastic bags, carry a reusable coffee cup or even switch to a green energy supplier. It might seem like something small, but big impacts start with small steps.

### Promises launch on 19th February

Take time to think about what your Promise for the Planet will be and share it on [wwwf.org.uk/earthhour](http://wwwf.org.uk/earthhour) starting February 19th.

Go to [wwwf.org.uk/earthhour](http://wwwf.org.uk/earthhour) to make your promise via our special Promise Maker tool.



# MAKE A PROMISE 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 suggestions of what your Promise for the Planet could be – we'd love for you to encourage your guests to make their own promises at your events.



WE WANT YOU



TO JOIN IN AND  
MAKE A  
PROMISE



TO CHANGE  
**ONE**  
**THING**  
TO HELP OUR





# MAKE A PROMISE FOR THE PLANET

## 1) I WILL REFUSE **PLASTIC CUTLERY** WITH TAKEAWAY FOOD

By 2050 there could be more plastic in the sea than fish! By refusing a plastic knife and fork with your lunch each working day of the year, you could personally save 466 items of unnecessary plastic.

## 2) I WILL USE A **REUSABLE COFFEE CUP** RATHER THAN DISPOSABLE ONES

It's estimated that around 2.5bn coffee cups are thrown away in the UK each year – that's seven million a day! By using a reusable cup on your commute you could prevent 233 cups going to landfill every year.

## 3) I WILL **TURN WASHING TO 30°**

Washing clothes at 30 degrees uses around 40% less energy and it's just as effective, so there's no compromise on the clean!

## 4) I WILL MAKE MY **NEXT VEHICLE AN ELECTRIC ONE**

Most of the 30 million vehicles on UK roads produce emissions that contribute to climate change and are harmful for us to breathe. Driving electric means keeping fossil fuels in the ground and harmful pollution out of the air.



## 5) I WILL **REUSE OR COMPOST LEFTOVER FOOD**

Composting a tonne of food and drink waste has a carbon footprint of just 6kg. Sending the same amount to landfill via your bin produces more than 100 times that amount – equivalent to driving a car for 24 hours!

## 6) I WILL BECOME A **FLEXITARIAN AND EAT LESS MEAT**

The vast amounts of land, water and feed needed for livestock is destroying habitats and critically endangering species. Reducing meat consumption and eating more plant-based foods can reduce your carbon and water footprint and help safeguard wildlife.

## 7) I WILL SWITCH MY ENERGY TO A **GREEN ENERGY SUPPLIER**

Switching your home to renewable energy can save around 1.5 tonnes of CO2 emissions a year - equivalent to taking a car off the road for six months. As well as saving carbon you can also save money too.





# MAKE YOUR EARTH HOUR MATTER AT HOME

Spending some quiet time with family and friends at home, taking some time to reflect on our brilliant planet, and your promise to protect it, is a great way to make the most of Earth Hour.

We've included some suggestions to help you fundraise for WWF if you wish to do so, to support our work protecting our planet and taking a collective action to make a positive change.

## HOST A CANDLELIT SUPPER

Invite family and friends over for a special candlelit dinner party. Or why not try something different? Have a pot luck meal where everyone brings a dish or a moving dinner where you have one course at each house. Check out our website for menu ideas that are good for you and the planet, including our exclusive Earth Hour recipes from celebrity chefs!

## CHARADES ANYONE?

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

However you choose to spend the hour, be sure to make your Promise at [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour) and share it with us on social media using [#PromiseForThePlanet](https://twitter.com/PromiseForThePlanet)

## READING CORNER

Turn off the TV and open up one of your favourite books. Whether on your own, hosting a book club night with friends or taking the time to enjoy bedtime stories with the kids, get lost in another world for an hour or more!



# MAKE YOUR EARTH HOUR MATTER IN YOUR COMMUNITY

Holding an event for Earth Hour is a great way to bring your community together whilst building awareness of the need to protect our planet and inspiring people to change their own behaviour through making an Earth Hour Promise. The hardest part is choosing what to do! You can check out the map on [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour) and see what events are happening around you.

## 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.

## 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 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 debate. Why not host it in the local town hall?

However you choose to spend the hour, be sure to make your Promise at [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour) and share it with us on social media using [#PromiseForThePlanet](https://twitter.com/PromiseForThePlanet)



## MAKE YOUR OWN PROMISE



We also encourage you to come up with your own promise and share it with your family, friends and us using **#PromiseForThePlanet**. Not only will you inspire others, but you might get a great deal of social support from your peers!

## 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.







## CONTACT THE EARTH HOUR TEAM

If you're planning a large public or unusual event, email the Earth Hour team at [earthhour@wwf.org.uk](mailto:earthhour@wwf.org.uk) and tell them all about it.

We might then feature the event on our Facebook page or on the Earth Hour website

## 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 and make their promise to protect our planet. 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.

**Email:** [earthhour@wwf.org.uk](mailto:earthhour@wwf.org.uk)

### Facebook:

[www.facebook.com/EarthHourUK/](http://www.facebook.com/EarthHourUK/)

#### **Wales:**

[www.facebook.com/WWFCymruWales/](http://www.facebook.com/WWFCymruWales/)

#### **Scotland:**

[www.facebook.com/WWFScotland/](http://www.facebook.com/WWFScotland/)

### Twitter:

[#EarthHourUK](#)

[#PromiseForThePlanet](#)

#### **Wales:**

[twitter.com/WWFCymru](https://twitter.com/WWFCymru)

#### **Scotland:**

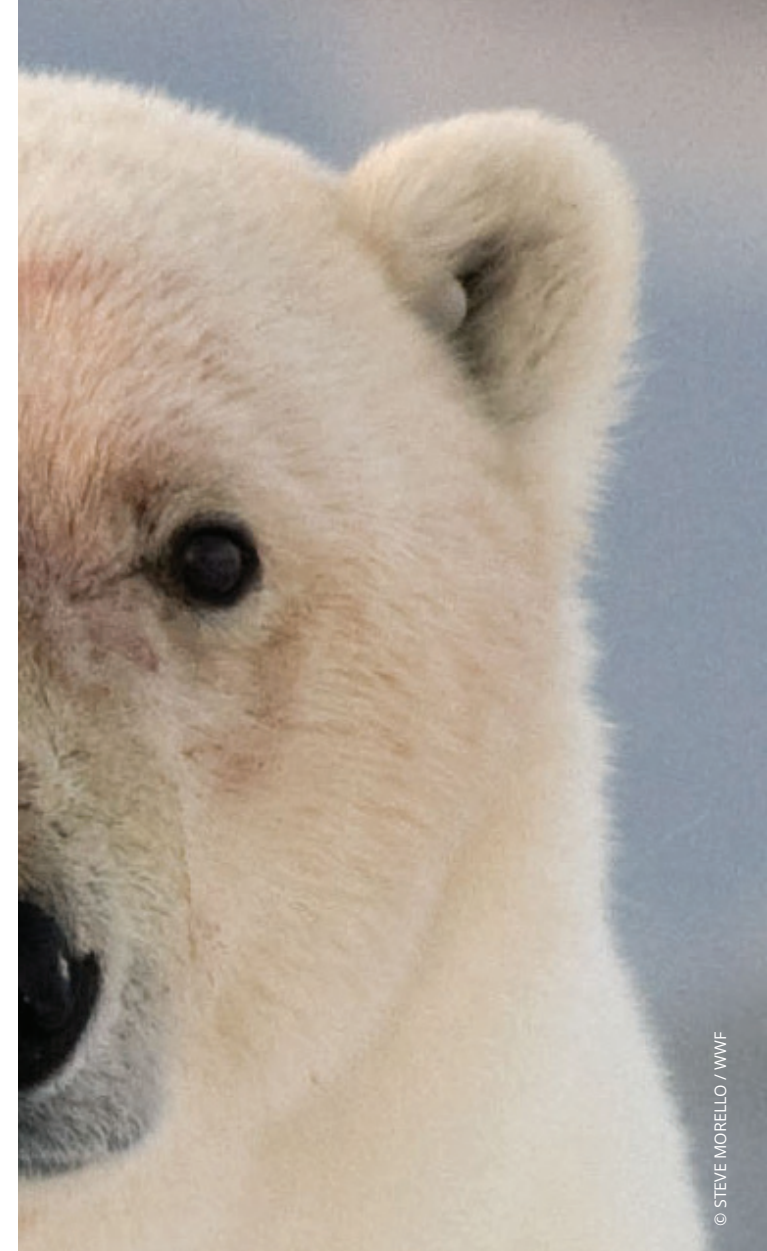
[twitter.com/WWFScotland](https://twitter.com/WWFScotland)

**Don't forget to share your plans for the night with us - through Facebook or Twitter using [#earthhouruk](#) - so we can inspire others to get involved!**

Follow [#PromiseForThePlanet](#) and [#Connect2Earth](#) to see what actions people are taking globally this Earth Hour in order to protect our planet. You can share your promise as well!

### **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 [www.wwf.org.uk/ehresources](http://www.wwf.org.uk/ehresources)



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