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# YOUR PROMISE YOUR PLANET

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## CORPORATE ENGAGEMENT TOOLKIT:

Be part of the world's biggest  
movement to protect the planet

[#PromiseForThePlanet](#)



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



WE WANT YOU



TO JOIN IN AND  
MAKE A  
PROMISE



100s  
OF MILLIONS



AT

8.30PM

ON

SATURDAY

24  
MARCH

WILL SWITCH

OFF  
THEIR LIGHTS



FOR ONE  
HOUR

TO CHANGE  
ONE  
THING  
TO HELP OUR



# WHAT IS WWF'S EARTH HOUR?

WWF's Earth Hour is a global movement to protect our planet and hundreds of millions of people around the planet take part every year. Last year around 9 million took part in the UK alone.

People do a wide range of things around the hour to show they care about our planet's future. Millions choose to mark Earth Hour by going 'lights out' for 60 minutes at 8.30pm – a symbolic show of solidarity for the planet. The world's biggest landmarks – like Sydney Opera House, the Eiffel Tower, Buckingham Palace, and Edinburgh Castle – take part each year.

This year, we are asking individuals – and businesses – to go even further than this and make a promise for the planet.

## WHY?

We're at a crucial time to protect 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 seeing our oceans plundered and suffocated by plastic and our food consumption decimate our forests and essential habitats.

A lot of the wildlife we love, from snow leopards and polar bears to rhinos and elephants, are also seriously threatened by the pressures we're putting on our planet. Climate change has put one in six of the planet's species at risk.

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.

Your support for Earth Hour, and for WWF's work in general, has helped us find solutions for the environmental challenges we face the world over. This includes influencing national climate policies, planting new forests in Uganda, and banning plastic in the Galapagos.



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# WILL OUR SUPPORT MAKE A DIFFERENCE?



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We've been working with businesses for a long time, and we really understand the vital role they play in leading their cities and communities to act on climate change and the leverage that businesses can have in getting consumers to listen.

WWF's Earth Hour provides you with a unique opportunity to take the lead on sustainability by example, through being part of a global event which truly resonates with consumers – and builds knowledge and support for a more mindful, sustainable, ethical and planet-first approach to life.

With your help, we can really raise the bar and get even more people involved in 2018.

**“A THIRD OF PARTICIPANTS FELT THAT A CORPORATE PARTNER'S INVOLVEMENT INFLUENCED OR ENCOURAGED THEM TO PARTICIPATE IN EARTH HOUR”**

**(NFP SYNERGY SURVEY, 2017)**

As a business, taking part in Earth Hour 2018 will:

- Highlight the work you're doing to tackle key environmental issues – to your audiences and to ours
- Serve as a strong focal point for internal communications and employee engagement within your organisation to demonstrate your commitment to the sustainability agenda
- Generate local, trade and social media coverage for your organisation if you make a business-wide promise or hold a switch-off event. We have a suite of assets to help you promote your involvement

# HOW CAN WE SUPPORT EARTH HOUR?

## 1. EARTH HOUR PROMISES:

We're calling on you to change at least one thing in yours and your company's everyday life that will help protect our planet. We know that big impacts start with small steps and we all have the power to make a difference.

It could be a promise that you make as a business, or one that you encourage employees to make both at home and at work.

As a business, you could consider turning your transport fleet electric by a set date or introduce a reusable coffee cup scheme. You could also encourage your employees and / or customers to make an Earth Hour promise and record it on our website.

As individuals, you could decide to eat more plants, ditch plastic bags, carry a reusable coffee cup or even switch to a green energy supplier.



We have suggested seven promises, but these aren't limited, so please do feel free to tailor, make bespoke to <<business name>> or create your own:



**I will refuse plastic cutlery with takeaway food**



**I will use a reusable coffee cup rather than disposable ones**



**I will turn washing to 30°**



**I will make my next vehicle an electric one**



**I will reuse or compost leftover food**



**I will become a Flexitarian and eat more plants**



**I will switch my energy to a green energy supplier**

If you would like to receive further guidance or advice from WWF on any wider sustainability strategies you may be thinking of implementing in connection with the above – for example gifting all employees a WWF re-useable cup for their hot drinks, or offering plant based menus in your canteen, please contact our Earth Hour team at [earthhour@wwf.org.uk](mailto:earthhour@wwf.org.uk).

## 2. LIGHTS OFF

### WE ASK YOU TO JOIN US IN THE GLOBAL ANNUAL SWITCH OFF AT 8.30PM ON SATURDAY 24 MARCH.

Thousands of landmarks, organisations, businesses and individuals around the world will switch off their non-essential lights in a visual display of their commitment to making the positive changes that our world needs. Join us and switch your lights off too.

Don't forget to let us know which buildings you are switching off so we can include them in our national and regional media plans and add you to our online map. Please contact our Earth Hour team at [earthhour@wwf.org.uk](mailto:earthhour@wwf.org.uk).

## 3. CREATIVE IDEAS FOR EXTERNAL AND / OR EMPLOYEE ENGAGEMENT:

Host an 'Earth Hour takeover' of **employee engagement and internal comms for week leading up to the hour** including the following ideas –

#### INVITE YOUR CEO TO MAKE A PROMISE;

And encourage all of your staff to do the same. Ask them to capture a video diary or blog each week and share it with the rest of your staff through your internal newsletter

#### PROMISES QUIZ;

Share a Promises Quiz with capture form on your intranet – WWF can support with assets and Q&As

#### RUN A COMPETITION TO GIVE AWAY WWF BRANDED KEEP CUPS;

Ask employees to enter by submitting their Promise plus three photos that show they're committing to it. These could include images of refusing plastic cutlery at their local lunch spot, or cycling to work. This idea also creates great content for internal use and your Promises wall. Keep Cups will be available to purchase from the WWF shop at [shop.wwf.org.uk](http://shop.wwf.org.uk) from 21 February

#### CREATE A PROMISES WALL;

Put it up in your Head Office's reception. Invite employees, guests and partners to make Promises to protect the planet. Show examples on internal screens – WWF can provide assets

#### DISPLAY WWF FILMS ON INTERNAL SCREENS;

Our films powerfully demonstrate the effects of climate change on iconic species such as turtles, rhinos and cheetahs

#### COMPUTER SCREENSAVERS;

Supply these to staff featuring Earth Hour messages

#### EARTH HOUR STAND;

We can bring a physical WWF presence to your office with an Earth Hour stand to talk about the campaign and the impact of climate change on the planet – please get in touch if you are interested in this

We are always interested in brainstorming new ideas, and we are committed to supporting the businesses we work with and our corporate partners. If you would like us to share external creative, employee engagement or sustainability ideas specific to <<business name>> please contact the Earth Hour team at [earthhour@wwf.org.uk](mailto:earthhour@wwf.org.uk).

# WE'RE IN. WHAT ARE THE NEXT STEPS?

1. Let us know what you're planning and what you need from us to help you make it happen by contacting the Earth Hour team at [earthhour@wwf.org.uk](mailto:earthhour@wwf.org.uk).
2. From mid-February, you can download a wide range of resources and creative assets for use from our website including social media cover photos, web banners, posters, postcards, and PR templates. We are able to create logo lock ups featuring your company logo and Earth Hour's if you get in touch. If you would like a notifier to let you know when the assets are live on our website, please let us know.
3. Keep in touch through our social media channels:

## WWF UK

-  @wwf\_uk
-  WWF's Earth Hour-United Kingdom
-  @wwf\_uk
-  [youtube.com/WWFUnitedkingdom](https://www.youtube.com/WWFUnitedkingdom)
-  #EarthHourUK / #PromiseForThePlanet

## WWF SCOTLAND

-  @WWFScotland
-  WWFScotland
-  @wwf\_uk
-  [youtube.com/WWFUnitedkingdom](https://www.youtube.com/WWFUnitedkingdom)
-  #EarthHourScotland / #PromiseForThePlanet

## WWF CYMRU

-  @WWFCymru
-  WWFCymruWales
-  @wwf\_uk
-  [youtube.com/WWFUnitedkingdom](https://www.youtube.com/WWFUnitedkingdom)
-  #EarthHourWales / #PromiseForThePlanet

## PRESS

If you let us know that you're taking part in Earth Hour 2018, we'll include you in our press materials and on our website. Each year, the press approach us for regional opportunities, so if you'd like to talk to us about this and be considered, just let us know.

We are also able to supply quotes from WWF in acknowledgement of your support and work with you on a joint press release if this is preferred.



# SAMPLE PROMOTIONAL COPY

PLEASE EDIT THE BELOW TO YOUR HOUSE STYLE AND TONE OF VOICE

On Saturday 24 March 2018 at 8.30pm, <<business name>> will be turning off our lights at <<name of location or building >> for one hour to support WWF's Earth Hour.

<<Business name>> will unite with millions of people, cities, communities and landmarks around the globe in a global visual display of commitment to tackle urgent environmental issues and protect our planet.

<<Business name>> is also taking action by making an Earth Hour Promise to <<details of your promise >>. Employees are also encouraged to create their own promises to change one thing in their everyday life that will help protect our planet, from <<details of an employee promise >> to <<details of an employee promise >>. We strongly encourage local communities and partners in <<name of the town, city/in the UK >> to make an Earth Hour promise and join the global lights out event for Earth Hour on Saturday 24 March at 8.30pm. Join us in showing your support for a brighter, better, more sustainable world.

For more information and to make a promise please visit [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour)



# SOCIAL MEDIA

## FACEBOOK & LINKEDIN EXAMPLE POSTS

Show your commitment to protecting our planet! Join us in <<name of the town, city>> and switch off your lights on Saturday 24th March at 8.30pm for WWF's #EarthHourUK

### FROM 19 FEBRUARY ONLY:

We're protecting the planet by making a #PromiseForThePlanet for WWF's #EarthHourUK. Join us and make a promise at [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour)

As a business, we've promised to <<insert promise>> for WWF's #EarthHourUK. Join us: [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour) #PromiseForThePlanet

## EXAMPLE TWEETS

We're supporting WWF's #EarthHourUK on Saturday 24 March at 8.30pm. Join us! Find out more at [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour)

### FROM 19 FEBRUARY ONLY:

We're protecting the planet by making a #PromiseForThePlanet for WWF's #EarthHourUK. Join us and share your promise at [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour)

### Friday 23 March 2018

Take part in @wwf\_uk's #EarthHourUK tomorrow at 8.30pm. Switch off your lights and show your commitment to protecting our world! [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour)

### Saturday 24 March 2018

Don't forget it's @wwf\_uk's #EarthHourUK tonight at 8.30pm! Make your #PromiseForThePlanet at [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour)

WWF's #EarthHourUK is now live! Join us in switching off for the next hour and share your #PromiseForThePlanet at [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour)



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## 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](mailto:earthhour@wwf.org.uk).

Thank you for your valued support.

# #EarthHourUK

8.30PM ON 24 MARCH EARTH HOUR 