

# YOUR PROMISE YOUR PLANET

YOUR GUIDE  
TO EARTH HOUR

#EarthHourUK



8.30PM ON  
24 MARCH

EARTH  
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'S EARTH HOUR ALL ABOUT?

At 8.30pm on Saturday 24th March, hundreds of millions of people across the world will turn off their lights for one hour to show their commitment to protecting our planet.

Last year 9 million people took part in the UK alone, with national landmarks like Big Ben, Manchester Old Trafford and The Kelpies all switching off to show support. This year we need even more people to get involved. 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 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.



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# MAKE A PROMISE

## HOW CAN WE GET INVOLVED?

This year, we're asking you to make an Earth Hour promise: we want everyone to pledge to change one thing in their everyday life that will help protect our planet. It could be a promise that you make as an organisation, or one that you encourage employees to make both at home and at work. 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.

We also ask you to join 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.

## WHY TAKE PART IN WWF'S EARTH HOUR?

We recognise that **local authorities, businesses** and **landmarks** have a vital role to play, leading their cities and communities to act on climate change. WWF's Earth Hour provides you with a unique opportunity to be part of a global event which has resonance and appeal at a local level. With your help, we can really raise the bar and get even more people involved.

### Taking part in Earth Hour will help:

- **Highlight the work you're doing locally** to tackle key environmental issues
- **Engage your local community** by encouraging them to hold events to celebrate Earth Hour and to make an Earth Hour Promise
- **Generate local and national media coverage** for your organisation, especially if you hold a switch-off event. We have a tool kit full of ideas and materials to help you promote your event or your promise for the planet to media and on social media .



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## GETTING INVOLVED:

- 1 Arrange to switch off non-essential lights in your buildings for one hour on 24 March 2018 at 8.30pm. 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. Email us at [earthhour@wwf.org.uk](mailto:earthhour@wwf.org.uk).



- 2 You can make a promise too, from switching to a green energy supplier or making a commitment to turn your transport fleet electric by a set date. You could also encourage your staff (or constituents) to make an Earth Hour promise and record it on our website.



- 3 Organise an Earth Hour event. You could host a public countdown, a candlelit community celebration or even hold a stargazing event. Keep us informed of your plans by emailing [earthhour@wwf.org.uk](mailto:earthhour@wwf.org.uk) so we can promote them too. If you're running a big event, we have a range of materials (posters and postcards) you can use, so please do get in touch with the team and we'll send you what we can.



- 4 Contact your local media to tell them you're taking part in WWF's Earth Hour. It's a great way to showcase some of the work you're already doing to protect our planet. You can download our press release templates at [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour).



- 5 You can download a wide range of amazing free resources from our website: Facebook and Twitter cover photos, web banners, posters, postcards and much more!



- 6 Keep in touch through our social media channels:



 @wwf\_uk

 WWF's Earth Hour-United Kingdom

 @wwf\_uk

 [youtube.com/WWFUnitedKingdom](https://www.youtube.com/WWFUnitedKingdom)



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## SOME EXTRA IDEAS FOR LOCAL AUTHORITIES, BUSINESSES AND LANDMARKS:

### Local Authorities

- 1 Use our template tweets, images and newsletter copy on your website and social platforms to encourage your local community, local businesses, organisations and schools to sign up and take part.
- 2 Your local press might also be interested in a photo shoot involving senior council staff or dignitaries, with a local group or school.

### Landmarks

- 1 Encourage other landmarks in your area and partners to switch off and be part of this amazing event.
- 2 Host a candle-lit, out-of-hours special event during the switch off.

### Businesses

- 1 Involve your staff through your internal communications channels and encourage them to sign up and take part.
- 2 Use the opportunity of Earth Hour to make a commitment to make your company even more sustainable in the future.
- 3 Host a candlelit event or turn your businesses lights off.

Let your creativity guide you! We are open to support you as much as we can and our team will be happy to brainstorm about any additional ideas you might have to celebrate this year's Earth Hour.

# #PromiseForThePlanet



## SAMPLE PROMOTIONAL COPY (EDIT AS REQUIRED)

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

<<name of the org >> 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.

<<name of the org >> 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. Show your support for a better world!

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



## SOCIAL MEDIA

### FACEBOOK 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 March

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

### TWITTER EXAMPLE POSTS

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)

We're protecting the planet by making an #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)



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



@wwf\_uk



WWF's Earth Hour-United Kingdom



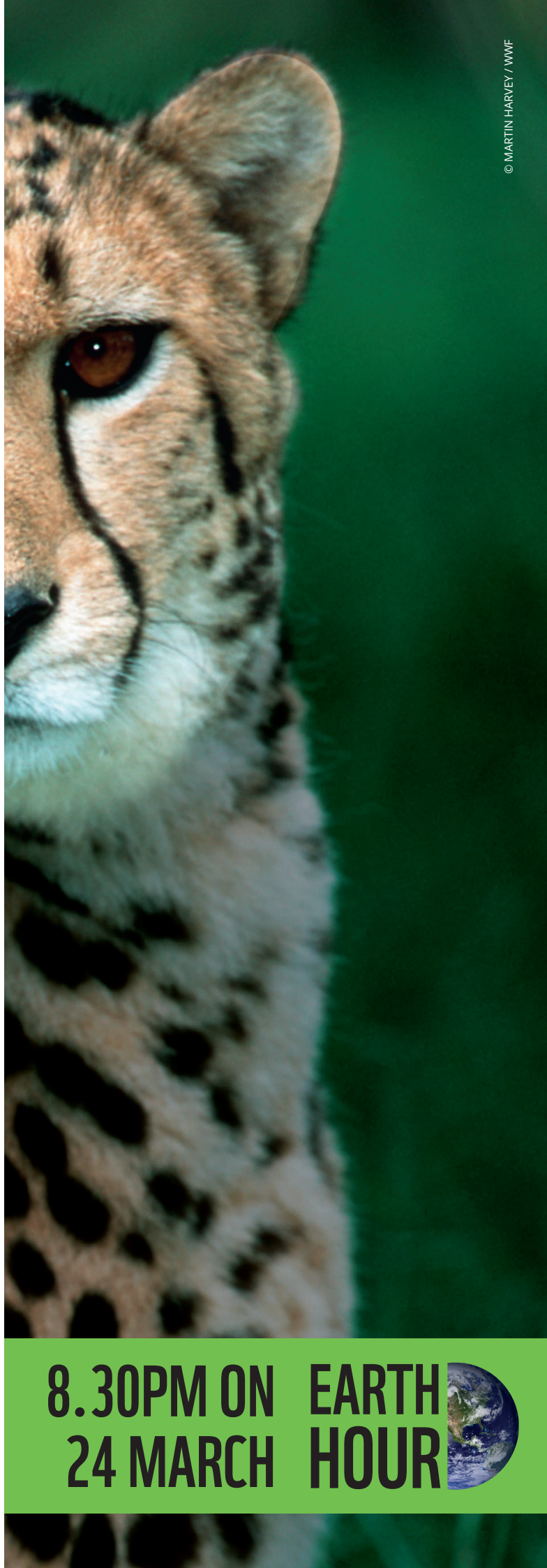
@wwf\_uk



[youtube.com/WWFUnitedkingdom](https://youtube.com/WWFUnitedkingdom)

# #EarthHourUK

You can join the global conversation by searching #Connect2Earth



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