

EARTH HOUR  
2018



Reconnect to your planet

# EARTH HOUR



**24 MARCH 8.30PM**

**A GUIDE FOR SCOTTISH  
ICONIC BUILDINGS AND LANDMARKS**

**JOIN THE WORLDWIDE MOVEMENT ON CLIMATE CHANGE**

**[wwfscotland.org.uk/earthhour](http://wwfscotland.org.uk/earthhour) [@WWFScotland](https://twitter.com/WWFScotland) [#EarthHourScotland](https://twitter.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 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 for the planet and join us for Earth Hour 2018. Together, we can change the future.

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



# LAST YEAR'S EARTH HOUR EVENTS



## 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.



# WHAT CAN ICONIC BUILDINGS & LANDMARKS DO FOR EARTH HOUR 2018?

## WWF's Earth Hour 2017 was another success.

The support we received throughout Scotland was truly incredible. For the first time, all local authorities supported the event, and as per usual, the range of public bodies, businesses and organisations that got involved was impressive. Schools up and down the country hosted activities for action on climate change, and Young Scot hosted a competition through Spotify to win a day's work experience in Scottish Government, who also turned off their lights for the future of the planet.

Over 160 national and local landmarks joined in, turning dark for an hour or longer, including the Forth Rail Bridge, the Kelpies and the Royal Yacht Britannia, with Edinburgh Castle once again going green for the hour before Earth Hour 2017. Scotland's iconic buildings and landmarks joined an unprecedented 3,000+ others around the world, including Big Ben, the Eiffel Tower and Sydney Opera House.

As an iconic building or landmark, you can play a vital role in showcasing Earth Hour, reducing carbon emissions, promoting sustainability and engaging with your community. The campaign also gives you a chance to encourage people 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.

## Help Scotland continue to be a global forerunner.

### Switch Off

- Turn off the lights in your buildings and offices for one hour (or longer) on **Saturday 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 local area.
- Organise your own Earth Hour event such as a countdown to the big switch off, a candlelit dinner, concert or ceilidh, or even an historic tour of your building.

### 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.

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

# WHAT CAN ICONIC BUILDINGS & LANDMARKS DO FOR EARTH HOUR 2018?

## Raise awareness

- Use WWF's Earth Hour as a chance to raise awareness across staff 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 your own buildings.

## 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.
- You 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 prominent white vertical line, representing a plastic barrier, runs through the center of the image, separating the water into two halves. The fish are swimming in both directions, some appearing to be blocked or deterred by the line.

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

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



# SUPPORT AND RESOURCES

For up to date information and access to resources, visit: [wwfscotland.org.uk/earthhour](http://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 iconic building or landmark 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](https://twitter.com/WWFScotland) [#EarthHourScotland](https://twitter.com/WWFScotland)  
Facebook [www.facebook.com/EarthHourScotland](https://www.facebook.com/EarthHourScotland)

Please contact us to find out more:

**WWF SCOTLAND**  
**T: 0131 659 9100**  
**E: [SCOTLAND@WWF.ORG.UK](mailto: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

**160+**

ICONIC BUILDINGS  
AND LANDMARKS  
SWITCHED OFF  
IN SCOTLAND

ICONIC BUILDINGS & LANDMARKS  
**EARTH HOUR  
IN NUMBERS**

**1190**

SCHOOLS IN SCOTLAND  
PARTICIPATED  
LAST YEAR

**ALL**

FIVE POLITICAL PARTY  
LEADERS SUPPORTED  
EARTH HOUR 2017



For a future where people and nature thrive | [wwf.org.uk](http://wwf.org.uk)

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