

EARTH HOUR  
2018



Reconnect to your planet

# EARTH HOUR



**24 MARCH 8.30PM**

**A GUIDE FOR  
SCOTTISH BUSINESSES AND ORGANISATIONS**

**JOIN THE WORLDWIDE MOVEMENT ON CLIMATE CHANGE**

**[wwfscotland.org.uk/earthhour](http://wwfscotland.org.uk/earthhour) #EarthHourScotland @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.



# BUSINESSES & ORGANISATIONS: WE COULDN'T DO IT WITHOUT YOU

Every year we strive to build on this incredible support with the many events, activities and initiatives that Scottish businesses and organisations lead.

- Businesses and organisations pave the way for sustainability and climate action. 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 gives businesses and organisations 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. It is also an easy and engaging way for businesses and organisations to help towards meeting Scotland's world leading targets to counter climate change.
- Our corporate partners HSBC, MBNA and Pukka support Earth Hour each year through fundraising, making changes in their workplace to be more environmentally friendly and organising events with staff and their stakeholders. There are many ways you can get involved. Take a look at: [wwf.org.uk/earthhour/useful-resources/Scotland](http://wwf.org.uk/earthhour/useful-resources/Scotland).
- Make Earth Hour the highlight of your own campaign to raise awareness of how you are helping to reduce carbon emissions. For ideas, take a look at: [wwfscotland.org.uk/earthhour](http://wwfscotland.org.uk/earthhour)
- Earth Hour is a significantly visual event. The higher the number of buildings that switch off their lights, the bigger the impact. Videos and images of activities in your area on the night can demonstrate that your business or organisation 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 a national and local level, so an event or photoshoot can be used to raise awareness in the press about your commitment to action on climate change.

**We can provide template press releases to help you.**

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

# WHY TAKE PART IN WWF'S EARTH HOUR?

Quite simply, Earth Hour is the world's biggest movement for climate action and has produced fantastic global and political results.

It's a great way to engage staff in your climate change policies and offer them the opportunity to get involved in climate action at home and at work.

Earth Hour is an easy and effective platform to celebrate your sustainability journey and new initiatives with stakeholders, staff, clients and the public.

It is a fantastic way to publicly support the biggest global environmental movement. Utilise your business or organisation's social channels to show your commitment to action on climate change. For starters, why not get involved in WWF's Pass the Panda social media activity? To take part, email: [earthhourofficer3@wwf.org.uk](mailto:earthhourofficer3@wwf.org.uk)



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



# WHAT CAN BUSINESSES & ORGANISATIONS 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 departments of what you're doing to be more environmentally friendly. 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 building or estate.

## Make a promise

- This year, we are also asking businesses to ask staff to sign up on our website and 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 business or organisation can make a promise too – such as reducing single use plastics in the workplace or opting for electric company cars.

An underwater photograph showing a large school of fish swimming in clear blue water. A bright, vertical light beam or column of light extends from the surface down towards the fish, creating a dramatic effect. 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**

# 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
- updates on what's happening in Scotland

We'd like to work with your business or organisation to help you make Earth Hour 2018 a huge success. 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)

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

Please contact us to find out more:

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





**THANK YOU SCOTLAND!**



**100%**

EARTH HOUR ACTIVITIES  
AND EVENTS IN EVERY  
SCOTTISH LOCAL  
AUTHORITY AREA

**160+**

ICONIC BUILDINGS  
SWITCHED OFF  
IN SCOTLAND

**BUSINESSES & ORGANISATIONS**  
**EARTH HOUR**  
**IN NUMBERS**

**ALL**

FIVE POLITICAL PARTY  
LEADERS SUPPORTED  
EARTH HOUR 2017



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