



FOR
YOUR
WORLD

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A GUIDE FOR SCOTTISH LOCAL AUTHORITIES

SWITCH OFF FOR YOUR WORLD

WWF'S EARTH HOUR 30TH MARCH 8:30PM



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JOIN THE FIGHT FOR OUR WORLD.

Every year in the UK millions of us take part in Earth Hour. By making pledges for the planet, and by being part of a global movement, we can show we're fighting for our world.

Be part of the change: speak up and switch off your lights this Earth Hour.

SATURDAY 30 MARCH AT 8.30PM
WWFSCOTLAND.ORG.UK/EARTHHOUR
@WWFSCOTLAND
#EARTHHOURSCOTLAND



LOCAL AUTHORITIES: WHY WE COULDN'T DO IT WITHOUT YOU

By being part of WWF's Earth Hour, you are connecting to communities around the globe and highlighting your local authority's leadership on environmental issues.

- Earth Hour provides an easy and engaging way for you and your community to be involved on a global scale, and help meet Scotland's world leading targets to combat climate change.
- WWF's Earth Hour (now the most recognised campaign in Scotland) is an ideal opportunity to show how your climate change actions matter at a national and international level. Every action enhances local and international efforts to reduce carbon emissions and increase sustainability.
- WWF's Earth Hour can highlight your local campaigns and raise awareness on climate action, showing how local communities can play their part.
- Earth Hour is a visual event. Videos and images of activities in your area on the night can demonstrate that your authority 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 national and local level, so an event or photoshoot in your local authority area can be used to raise awareness in the press about your commitment to tackling climate change.



HOW TO GET INVOLVED

1. SWITCH OFF

Turn off the lights in your town hall, headquarters and other landmarks in your control for one hour on **Saturday 30th March at 8.30pm.**

2. TALK ABOUT IT

- Promote WWF's Earth Hour to staff through emails and intranet.
- Use social media (see page 8-9 for Facebook and Twitter templates).
- Share in local newsletters, radio and papers.
- Encourage people to sign up as individuals to make a commitment to protect our planet.
- Talk to local businesses and organisations to switch off lights on iconic or important buildings and structures in your local area.

3. ENGAGE YOUR COMMUNITY

- Organise your own Earth Hour event such as a public countdown to the big switch off, a community ceilidh by candlelight or even a star watching event (see more ideas on page 6).
- Encourage local residents, schools and community groups to get involved.
- Get others on-board: engage with local businesses to host Earth Hour events (pubs, restaurants and shops).

4. SEND BACK YOUR REPORTING FORM

- Tell us what you have planned this Earth Hour and you'll receive your panda and be in the running for our Earth Hour awards. Find the reporting form here wwfscotland.typeform.com/to/m228TA and send it back to us by 1/3/2019

ARE YOU A SUPER LOCAL AUTHORITY?

If your local authority completes the four ways to get involved in Earth Hour, we'll award you an Earth Hour 'Super Local Authority' digital badge which you can use on your website, email signatures, social media and other materials. If you send us back your reporting form you will also get a #passthepanda. Find out more about #passthepanda on page 10. To qualify you must send us back your reporting form by 1/3/2019. You can find the reporting form at: wwfscotland.typeform.com/to/m228TA.

COULD YOU BE THE EARTH HOUR CHAMPION OF THE YEAR?

Could you be the Local Authority Earth Hour Champion of the Year? This award recognises the local authority and two runners up that do the most to support Earth Hour. The three winners for 2019 will receive their awards in the run up to Earth Hour 2020. To qualify, make sure you get your reporting form back to us by 1/03/2019 and you could be our next Champion!



HEAD TO OUR WEBSITE FOR DOWNLOADABLE ASSETS:

Twitter and Facebook banners
Email signatures
Posters

wwfscotland.org.uk/earthhour

CREATIVE IDEAS

IN 2018 WE SAW SOME NEW AND EXCITING WAYS THAT LOCAL AUTHORITIES GOT INVOLVED

Last year, local authorities across Scotland galvanised communities to deliver a huge array of creative events and activities, helping make Earth Hour 2018 the most successful ever. Make this Earth Hour a catalyst to launch year-round climate actions and let your community know you're leading this. To help inspire you in 2019, here's a glimpse of some of the amazing work that was organised by Scotland's local authorities last year:

VIDEOS

Videos are the most engaging type of content on social channels- could videos be part of your Earth Hour this year?

Dundee City made videos of their promises for the planet and took drone footage of buildings lit in green across the city; **South Ayrshire** made a video of school children talking about climate change; **North Lanarkshire** took videos of landmarks going dark.

WEB PAGES

Collecting all your Earth Hour web content in one place and using your mailings and social channels to guide people to the info can really increase the numbers of people engaging in your activities and attending your events.

Glasgow City Council & South Ayrshire Council created pages dedicated to putting out Earth Hour content in one location. These pages were packed with all the information their communities needed to know about Earth Hour's goals and the fun events they could get involved in.



CREATIVE IDEAS



PARTNERSHIP

Could you make your Earth Hour part of a bigger conversation? Why not look into working with partners to organise events, from children's workshops to film viewings or nature walks?

Aberdeenshire Council made Earth Hour part of a 'Climate Week' across the north-east, working with partners in the North East Scotland Climate Group. This helped a wider audience learn about the work the council and group were doing across the region, helping people engage in their activities.

SCHOOLS INVOLVEMENT

Engaging children and young people in climate change is easy when you take a creative approach.

This is a creative way to connect climate change with the food we eat and how it can impact on the things we love.

ART

Getting creative with art competitions in schools or exhibitions on an Earth Hour theme is a great way of engaging people.

Glasgow City Council organised a illuminated panda lantern installation at Kelvingrove Art Gallery and Museum in Glasgow.



SOCIAL MEDIA & PROMOTION

Social media is a fantastic way to reach a wide range of people, and Earth Hour is a global movement of people using social media to spread the word and fight for our world. Here are some suggested posts you could use or adapt. Don’t forget to tag @WWFScotland and use #EarthHourScotland so we can help you increase your reach. And don’t forget your local press and radio stations- they’re a great way to showcase your events and activities. You can find suggested social posts and ideas for promotion below, and find template press releases on our website.

CONTACT YOUR LOCAL RADIO STATION

Let them know about your plans for Earth Hour and see if they could do a shout out to let people know about your events and activities.



MAKE A VIDEO

Videos are a great way to spread the Earth Hour message; they're fun and engaging for everyone. Share them on your website and social channels.



TAKE A PHOTO

Earth Hour is a significantly visual event. Get creative in the lead up to and on the night to show what your local authority is doing by sharing photos using **#EarthHourScotland and @WWFScotland on social media.**

CONTACT LOCAL PRESS

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 work you are doing in relation to climate change, renewable energy or other sustainability issues, as well as drum up attendance at any events you have planned.

Local press might also be interested in a photoshoot involving senior council staff or dignitaries, or with a local group or school who are taking part.

**FOR TEMPLATE PRESS RELEASES GO TO:
WWFSCOTLAND.ORG.UK/EARTHHOUR**

FACEBOOK & TWITTER

@WWFSCOTLAND #EARTHOURSCOTLAND

Social media is a fantastic way to reach a wide range of people, and Earth Hour is a global movement of people using social media to spread the word and fight for our world. Here are some suggested posts you could use or adapt. Don't forget to tag @WWFScotland and use #EarthHourScotland so we can help you increase your reach.

FACEBOOK EXAMPLE POSTS

- We're joining @WWFScotland by taking part in #EarthHourScotland and switching off for an hour on Sat 30th March at 8.30pm. Find out how to get involved: wwfscotland.org.uk/earthhour
- On Saturday 30th March at 8.30pm we're joining millions around the world by taking part in Earth Hour. #EarthHourScotland wwfscotland.org.uk/earthhour
- We are taking part in Earth Hour, find out what else is happening in our area <insert link> and take part. #EarthHourScotland
- Will you be a #VoiceForThePlanet? Join us for #EarthHourScotland at 8.30pm on Saturday 30th March wwfscotland.org.uk/earthhour

TWITTER EXAMPLE POSTS

- We're supporting #EarthHourScotland on Saturday 30 March at 8.30pm. Will you join us? Find out more at wwfscotland.org.uk/earthhour @WWFScotland
- Raise your voice for the planet! Get involved in #EarthHourScotland at 8.30pm on Saturday 30 March @WWFScotland
- We're joining millions of people across the world switching off for Earth Hour. Are you in? Sat 30 March 8.30pm #EarthHourScotland wwfscotland.org.uk/earthhour @WWFScotland



#PASSTHEPANDA

Once you have completed the Earth Hour reporting form, which you can find at: wwfscotland.typeform.com/to/m228TA, we will send out everyone's favourite tartan panda as an ambassador for climate change. Make sure to take a picture with him using the #PassThePanda. Moray Council put their panda up for adoption – which the Primary Schools loved!

TO TAKE PART, SIMPLY
TWEET A PANDA SELFIE TO
@WWFSCOTLAND WITH
#PASSTHEPANDA THEN SEND
ME ON TO A FRIEND.

Our pandas wear the Keeling tartan, generously donated by the Liberation Kilt Company to WWF Scotland's Earth Hour. The Keeling tartan symbolises a shift from fossil fuels (grey and black track) to 100% clean energy (green and yellow track). To learn more, visit the Liberation Kilt Company's website: <http://liberationkilt.com/>



DON'T FORGET TO GET YOUR REPORTING FORM BACK TO
US BY 1/03/19 TO RECEIVE YOUR PANDA AND BE IN FOR A
CHANCE FOR AN EARTH HOUR AWARD



VOICES FOR THE PLANET

When we all come together for Earth Hour we stand up and raise awareness of the threat of climate change to our planet and nature. But when we all come together for Earth Hour, we create a strong voice that can change things for the better.

We're the first generation to know we are destroying our planet. And we could be the last that can do anything about it. Now is the time to act. This year, individuals can choose to be a Voice for the Planet by making an Earth Hour pledge. By making small changes, together we can make a difference. Individuals can pledge to:

- Restore nature where I live
- Plan a staycation or holiday closer to home
- Turn washing down to 30 degrees
- Change the way I eat
- Embrace reusable items and reduce the plastic I buy

Find out more at: wwfscotland.org.uk/earthhour

**DON'T FORGET TO SHARE
YOUR PLEDGES THROUGH
SOCIAL MEDIA, USING
#EARTHOURSCOTLAND**

THANK YOU AGAIN FOR ALL
YOU DID IN 2018 AND ALL
YOU CONTINUE TO DO TO
FIGHT FOR OUR WORLD

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NEED HELP? GET IN TOUCH

For up to date information and access to resources
visit: 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 • downloadable web and social media assets • downloadable posters • information on what other partners are doing for Earth Hour across Scotland.

Make sure you check out our social media activity on:

Twitter @WWFScotland #EarthHourScotland
Facebook : facebook.com/WWFScotland

Please contact us to find out more:

WWF Scotland
T: 0131 659 9100
E: scotland@wwf.org.uk



WWF is one of the world's largest independent conservation organisations, active in nearly 100 countries. Our supporters – more than five million of them – are helping us to restore nature and to tackle the main causes of nature's decline, particularly the food system and climate change. We're fighting to ensure a world with thriving habitats and species, and to change hearts and minds so it becomes unacceptable to overuse our planet's resources.

WWF. FOR YOUR WORLD. FOR WILDLIFE, FOR PEOPLE, FOR NATURE.

Find out more about our work, past and present at
wwfscotland.org.uk