



FOR
YOUR
WORLD

SWITCH OFF FOR YOUR WORLD

CORPORATE ENGAGEMENT TOOLKIT:

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

8:30PM
30 MARCH

wwf.org.uk/earthhour



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#EARTH HOUR UK

60+
EARTH HOUR

WE WANT YOU



TO JOIN IN AND
MAKE A
PLEDGE



100s
OF MILLIONS



AT
8.30PM



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.

Millions choose to mark Earth Hour by switching off their lights for 60 minutes in a symbolic commitment to the future of the planet.

The biggest landmarks around the world – like the Sydney Opera House, the Eiffel Tower, Buckingham Palace, and Edinburgh Castle – take part each year.

This year, we're asking individuals – and businesses – to use their voice for Earth Hour and pledge to change one thing in their everyday lives that will help protect our planet.

By being part of a movement of millions more around the globe, we can join the fight for our world.

OUR WORLD IS UNDER THREAT LIKE NEVER BEFORE. WE'RE DESTROYING FORESTS, CHOKING THE OCEANS WITH PLASTIC, DECIMATING WILDLIFE POPULATION SIZES, AND CAUSING DEVASTATING CHANGES TO THE CLIMATE.

We are the first generation to know we are destroying the world. And we could be the last that can do anything about it.

We must act now to reverse the damage and restore nature. We have the solutions, we just need our voices to be heard.

That's why Earth Hour is so vital – it gives a powerful voice to people everywhere who want to put the world on the path to recovery.

The power of our combined voices has already helped to influence climate policy in Russia, Argentina, Ecuador and Wales, successfully push for a ban on plastic in the Galapagos Islands and inspire the world's first Earth Hour forest in Uganda.



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WILL OUR SUPPORT MAKE A DIFFERENCE?

We understand the vital role businesses play in leading their cities and communities to act on climate change and the leverage that businesses have in reaching consumers.

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.

With your help, we can raise the bar and get even more people involved in 2019.

As a business, taking part in Earth Hour 2019 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 opportunities for local, trade and social media coverage** for your organisation. We have a suite of assets to help you promote your involvement



A third of participants felt that a corporate partner's involvement influenced or encouraged them to participate in Earth Hour



NFP Synergy Survey, 2017

HOW CAN WE SUPPORT EARTH HOUR?

1. VOICE FOR THE PLANET

WE'RE CALLING ON YOU TO CHANGE ONE THING

We know that big impacts start with small steps and we all have the power to make a difference. It could be you use your voice as a business to champion sustainability, or you encourage employees to make a pledge at home or 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 introduce more plant based meals in your canteen, encourage staff to carry a reusable water bottle, or help to restore nature in your local community.

We have suggested five ways you can make a change, but these aren't limited, so please do feel free to tailor or create your own:



© DAVID PARRY/PA WIRE

EXAMPLES OF PLEDGES



**PLAN A STAYCATION
OR HOLIDAY CLOSER
TO HOME**



**RESTORE NATURE
WHERE I LIVE**



**TURN WASHING
DOWN TO
30 DEGREES**



**CHANGE THE
WAY I EAT**



**EMBRACE REUSABLE
ITEMS AND REDUCE
THE PLASTIC I BUY**

If you would like to receive further guidance or advice from WWF on any wider sustainability strategies you may be thinking of implementing – 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.

2. SWITCH OFF

JOIN US IN THE GLOBAL ANNUAL SWITCH OFF AT 8.30PM ON SATURDAY 30 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 fight for our world.

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. Please contact our Earth Hour team at earthhour@wwf.org.uk.

3. CREATIVE IDEAS FOR EMPLOYEE ENGAGEMENT:

HOST AN 'EARTH HOUR TAKEOVER' FOR THE WEEK LEADING UP TO THE EVENT INCLUDING THE FOLLOWING IDEAS:

INVITE YOUR CEO TO MAKE A PLEDGE ; And encourage all 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

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

RUN A COMPETITION TO GIVE AWAY WWF KEEP CUPS; Ask employees to enter by submitting three photos that show they're committing to a pledge. These could include images of refusing plastic cutlery at their local lunch spot, or cycling to work. Then, reward the teams that submit the greatest number of pledges. Keep Cups will be available to purchase from the WWF shop at shop.wwf.org.uk

COMPUTER SCREENSAVERS; Ask your IT team if you can put up Earth Hour messages on computer screens around the office - WWF can provide assets

DISPLAY WWF FILMS ON INTERNAL SCREENS; Our films powerfully demonstrate that we're the last generation that can turn around the destruction of the planet – and empower people with how their choices can make a difference

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 you, please contact the Earth Hour team at earthhour@wwf.org.uk.



WE'RE IN. WHAT NEXT?

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**.
2. 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.
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 / #VoiceForThePlanet

WWF SCOTLAND

 @WWFScotland
 WWFScotland
 @wwf_uk
 [youtube.com/WWFUnitedkingdom](https://www.youtube.com/WWFUnitedkingdom)
 #EarthHourScotland

WWF CYMRU

 @WWFCymru
 WWFCymruWales
 @wwf_uk
 [youtube.com/WWFUnitedkingdom](https://www.youtube.com/WWFUnitedkingdom)
 #EarthHourWales

PRESS

If you let us know that you're taking part in Earth Hour 2019, 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.



SAMPLE PROMOTIONAL COPY

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

On Saturday 30 March 2019 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 world in a global display of commitment to tackle urgent environmental issues and protect our planet.

Employees are also encouraged to create their own pledges to change one thing in their everyday lives that will help protect our planet. We strongly encourage local communities and partners in <name of the town, city in the UK> to join the global switch off event for Earth Hour on Saturday 30 March at 8.30pm. Join us in the fight for our world.

8 SOCIAL MEDIA EXAMPLE POSTS

FACEBOOK & LINKEDIN EXAMPLE POSTS

Fight for your world this Earth Hour! Join us in <name of the town, city> and switch off your lights on Saturday 30 March at 8.30pm for WWF's #EarthHourUK

We're speaking up and switching off for WWF's #EarthHourUK. Join us and make your voice heard at wwf.org.uk/earthhour #VoiceForThePlanet

As a business, we've pledged to <insert pledge> for WWF's #EarthHourUK. Join the fight for your world: wwf.org.uk/earthhour #VoiceForThePlanet

EXAMPLE TWEETS

We're supporting WWF's #EarthHourUK on Saturday 30 March at 8.30pm. Join us and fight for your world. Find out more at wwf.org.uk/earthhour

We're joining the fight for our world for WWF's #EarthHourUK. Join us and make your voice heard at wwf.org.uk/earthhour #VoiceForThePlanet

Friday 29 March 2019

Take part in @wwf_uk's #EarthHourUK tomorrow at 8.30pm. Be part of the change: speak up and switch off your lights this Earth Hour! wwf.org.uk/earthhour

Saturday 30 March 2019

Don't forget it's @wwf_uk's #EarthHourUK tonight at 8.30pm! Use your #VoiceForThePlanet at wwf.org.uk/earthhour

WWF's #EarthHourUK is now live! Join us in switching off for the next hour and use your #VoiceForThePlanet at wwf.org.uk/earthhour

FOR MORE INFORMATION AND TO
MAKE YOUR VOICE HEARD PLEASE
VISIT WWF.ORG.UK/EARTHHOUR

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60+
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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: earthhour@wwf.org.uk



@wwf_uk



WWF's Earth Hour-United Kingdom



@wwf_uk



youtube.com/WWFUnitedkingdom

THANK YOU FOR
YOUR VALUED SUPPORT.