



FOR
YOUR
WORLD

SWITCH OFF FOR YOUR WORLD

EARTH HOUR
INSPIRATION PACK

8:30PM 30 MARCH

#EARTHHOURUK

60+
EARTH HOUR



100s
OF MILLIONS



AT

8.30PM

ON

SATURDAY

30

MARCH

WILL SWITCH

OFF
THEIR LIGHTS



FOR ONE
HOUR

EARTH HOUR

INSPIRATION PACK

Millions of people across the world will be switching off their lights for an hour from 8.30pm on Saturday 30th March to celebrate Earth Hour. Last year 10 million people took part in the UK alone, joining national landmarks like Big Ben, Manchester Old Trafford and the Kelpies in the big switch off.

We've reached a crucial time to protect the planet we call home. 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.

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.

VOICE FOR THE PLANET

That's why this year, we're asking you to add your voice for Earth Hour. We want everyone to pledge to change one thing in their lives that will help protect the planet. You could change the way you eat, ditch plastic, plan a staycation instead of flying abroad, or turn your washing to 30 degrees. It might seem like something small, but big impacts start with small steps.

Find out more at www.org.uk/earthhour

USE YOUR VOICE FOR FUTURE GENERATIONS

Almost everyone who took part in last year's Earth Hour felt inspired to do more to protect the planet. Earth Hour offers a great opportunity for you, your family and your friends to reflect on what personal action you can take to protect our planet for future generations. Here are our suggestions of how you can use your voice to make a change.



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WE WANT YOU



TO JOIN IN AND
**MAKE A
PLEDGE**



TO CHANGE
**ONE
THING**
TO HELP OUR



USE YOUR VOICE FOR THE PLANET



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





EARTH HOUR AT HOME

Spending quiet time with family and friends at home, and taking some time to reflect on our planet and your pledge to protect it, is a great way to make the most of Earth Hour.

However you choose to spend the hour, you can find tips at [wwf.org.uk/earthhour](https://www.wwf.org.uk/earthhour) and share your plans with us on social media using **#EarthHourUK**

HOST A CANDLELIT SUPPER

Invite family and friends over for a special candlelit dinner party. Or why not try something different? Have a pot luck meal where everyone brings a dish. Check out our website for menu ideas that are good for you and the planet, including our Earth Hour recipes from celebrity chefs and partners!

CHARADES ANYONE?

Forget the Xbox and PlayStation, games are what quality time with family and friends is all about. Play them all evening and give a prize to the overall champion. Take out those board games from under your bed or host a themed evening like a murder mystery party – perfect by candlelight.

READING CORNER

Turn off the TV and open up one of your favourite books. Whether on your own, hosting a book club night with friends or taking the time to enjoy bedtime stories with the kids, get lost in another world for an hour or more!



EARTH HOUR IN YOUR COMMUNITY

Holding an event for Earth Hour is a great way to bring your community together, while building awareness of the need to protect our planet. The hardest part is choosing what to do!

JOIN A COMMUNITY EVENT IN YOUR AREA

We're working with GoodGym, a charity that organises weekly running events where you do a good deed for your local community. Each Earth Hour run will involve an environmental activity such as a beach clean, tree planting or picking up litter.

No GoodGym in your area? Why don't you organise your own event on the day?

ENJOY A NIGHT-TIME WILDLIFE WALK

Organise a night-time walk for adults and children and see what nocturnal animals you can discover. Try to get a local wildlife expert involved who knows where best to walk and what creatures to look out for.

GET QUIZZICAL AT A LOCAL PUB

Organise a candlelit quiz with a pub in your local area. Why not theme your questions or quiz rounds about our planet and the people and animals we share it with?

A TIME FOR REFLECTION

Bring your community together for a night of candlelit discussion.

Arrange for a guest speaker or even organise a debate. Why not host it in the local town hall?

However you choose to spend the hour, you can find tips at [wwf.org.uk/earthhour](https://www.wwf.org.uk/earthhour) and share your plans with us on social media using **#EarthHourUK**



MAKE YOUR OWN PLEDGE

We also encourage you to come up with your own pledge and share it with your family, friends and us using #VoiceForThePlanet. Not only will you inspire others, but you might get a great deal of support from your followers!

BECOME A WWF MEMBER

And you'll be supporting our vital work to protect the planet for future generations. With your help we can protect some of the world's most iconic and vulnerable animals, places and people, and tackle some of our biggest threats.

CONTACT THE EARTH HOUR TEAM



If you're planning an event, email the Earth Hour team at earthhour@wwf.org.uk and tell them all about it.

POST ON FACEBOOK

Let your friends on Facebook know about your Earth Hour and why you're doing it using **#EarthHourUK**. Also remember to post pictures! You never know, it might lead to some of your Facebook friends taking part in Earth Hour next year.

TWEET ABOUT IT

Regularly tell your followers on Twitter about how you're taking part in Earth Hour and remember to tweet updates while it's taking place.

Follow [@wwf_uk](https://twitter.com/wwf_uk) and retweet our posts or create your own and tag [@wwf_uk](https://twitter.com/wwf_uk) and **#EarthHourUK**.

POST ON INSTAGRAM

Don't be shy about posting photos and videos on Instagram! Remember to tag your photos **#EarthHourUK** so we can share them too.

Email: earthhour@wwf.org.uk

Facebook:

www.facebook.com/EarthHourUK/

Wales:

www.facebook.com/WWFCymruWales/

Scotland:

www.facebook.com/WWFScotland/

Twitter:

#EarthHourUK

#VoiceForThePlanet

Wales:

twitter.com/WWFCymru

Scotland:

twitter.com/WWFScotland

Follow **#VoiceForThePlanet** and **#Connect2Earth** to see what actions people are taking globally this Earth Hour to protect our planet.

Make the most of our Earth Hour

resources: We've got some great posters, post-cards and social media posts you can use. Find out more at our useful resources page www.wwf.org.uk/ehresources

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