



FOR
YOUR
WORLD

SWITCH OFF FOR YOUR WORLD

YOUR GUIDE
TO EARTH HOUR

8:30PM
30 MARCH

wwf.org.uk/earthhour



#EARTH HOUR UK

60+
EARTH HOUR

WE WANT YOU



TO JOIN IN AND
MAKE A
PLEDGE

100s
OF MILLIONS



AT

8.30PM

ON

SATURDAY

30

MARCH

WILL SWITCH
OFF
THEIR LIGHTS



FOR ONE
HOUR

TO CHANGE
ONE
THING
TO HELP OUR



WHAT'S EARTH HOUR ALL ABOUT?

At 8.30pm on Saturday 30th March, hundreds of millions of people across the world will turn off their lights for one hour to join the fight for our world.

Last year 10 million people took part in Earth Hour in the UK alone, with national landmarks like Big Ben, Manchester Old Trafford and The Kelpies all switching off to show support.

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.



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ADD YOUR VOICE

HOW CAN WE GET INVOLVED?

This year, we're asking you to use your voice for Earth Hour: we want everyone to pledge to change one thing in their everyday lives that will help protect our planet.

You could make a change as an organisation or encourage employees to do so at home and at work. As a business you could embrace reusable items or help restore nature in your local community.

Employees can change the way they eat, turn washing to 30 degrees, or holiday closer to home to reduce flights. It might seem like something small, but big impacts start with small steps.

We also ask you to join the global annual switch off at 8.30pm on Saturday 30 March.

WHY TAKE PART IN WWF'S EARTH HOUR?

We recognise that everyone, from local authorities and landmarks to businesses, have a vital role to play, leading their cities and communities to protect nature.

WWF's Earth Hour provides you with a unique opportunity to be part of a global event and join the fight for our world.

Taking part in Earth Hour will help:

- **Highlight the work you're doing locally** to tackle key environmental issues
- **Engage your local community** by encouraging them to hold events to celebrate Earth Hour and to use their voice to protect the planet
- **Generate local and national media coverage** for your organisation, especially if you hold a switch-off event.

We can help you with ideas and assets – just get in touch earthhour@wwf.org.uk.



GETTING INVOLVED:

- 1 Arrange to switch off non-essential lights in your buildings for one hour on 30 March 2019 at 8.30pm. Don't forget to tell us which buildings you are switching off, so we can include them in our national and regional media plans.



- 2 You can make a pledge too, from switching to a green energy supplier or making a commitment to turn your transport fleet electric by a set date. You could also encourage your staff (or constituents) record their own pledges on our website.



- 3 Support a community event. We're working with GoodGym, a charity that organises weekly running events where you do a good deed for your local community. Each event will involve an environmental activity such as a beach clean, tree plant-ing or picking up litter. No GoodGym in your area? Contact GoodGym to get one!



- 4 Organise an Earth Hour event. You could host a public countdown, a candlelit community celebration or even hold a stargazing event. Keep us informed of your plans so we can promote them too.



- 5 Contact your local media to tell them you're taking part in WWF's Earth Hour. It's a great way to showcase some of the work you're already doing to protect our planet.



- 6 You can download a wide range of free resources from our website: Images, web banners, posters, postcards and much more!



- 7 **Keep in touch through our social media channels:**



@wwf_uk



WWF's Earth Hour-United Kingdom



@wwf_uk



youtube.com/WWFUnitedKingdom



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SOME EXTRA IDEAS FOR LOCAL AUTHORITIES, BUSINESSES AND LANDMARKS:

Local Authorities

- 1 Use our template tweets, images and newsletter copy on your website and social platforms to encourage your local community, local businesses, organisations and schools to take part.
- 2 Your local press might also be interested in a photo shoot involving senior council staff or dignitaries, with a local school - we have over 2000 schools taking part across the UK.

Landmarks

- 1 Landmarks Encourage other landmarks in your area and partners to switch off and be part of the global event.
- 2 Host an out-of-hours event for your local community during the switch off.

Businesses

- 1 Involve your staff through your internal communications and encourage them to sign up and take part.
- 2 Use the opportunity of Earth Hour to make a commitment to make your company even more sustainable in the future.
- 3 Host a candlelit event or turn your businesses lights off.

Let your creativity guide you! We are open to support you as much as we can and our team will be happy to brainstorm about any additional ideas you might have to celebrate this year's Earth Hour.

#EARTHHOURUK

SAMPLE PROMOTIONAL COPY (EDIT AS REQUIRED)

On Saturday 30 March 2019 at 8.30pm, <name of the org> will be turning off our lights at <name of location or building> for one hour to celebrate WWF's Earth Hour.

<name of the org> will unite with millions of people, cities, communities and landmarks around the globe in a global visual display of commitment to tackle urgent environmental issues and protect our planet.

Employees are also encouraged to make their voices heard this Earth Hour, by pledging 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 lights out event for Earth Hour on Saturday 30 March at 8.30pm. Join the fight for your world!

For more information and to make your pledge, please visit wwf.org.uk/earthhour

SOCIAL MEDIA

FACEBOOK EXAMPLE POSTS

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

From 8 March

We're protecting the planet by using our #VoiceForThePlanet for WWF's #EarthHourUK! Join us and make a pledge at wwf.org.uk/earthhour

TWITTER EXAMPLE POSTS

We're supporting WWF's #EarthHourUK on Saturday 30 March at 8.30pm. Join us! 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. Speak up and switch off for your world! 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
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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

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EARTH HOUR

You can join the global conversation
by searching #Connect2Earth