



FOR
YOUR
WORLD

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A GUIDE FOR SCOTTISH BUSINESSES

SWITCH OFF FOR YOUR WORLD

WWF'S EARTH HOUR 30 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

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



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

- Businesses and organisations pave the way for sustainability and climate action. Involvement in Earth Hour is a great way to showcase your organisation's actions on environmental issues, and be part of a global movement. Customers are increasingly engaged on environmental issues, so joining Earth Hour is a great way to reach new audiences, as well as play your part in reducing emissions.
- 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.



HOW TO GET INVOLVED

1. SWITCH OFF

- Turn off the lights in your business or organisation for one hour on **Saturday 30 of March at 8.30pm.**

2. TALK ABOUT IT

- Promote WWF's Earth Hour to staff through emails and intranet.
- Use social media (see page 7 for Facebook and Twitter templates).
- Encourage staff and clients to sign up as individuals to make a commitment to protect our planet.

3. ENGAGE YOUR STAFF

- 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 already doing with staff within the workplace as part of a wider, longer-term strategy to reduce emissions from your own building or estate.
- Organise your own Earth Hour event, such as a countdown to the switch off, and encourage staff, clients and customers to get involved.



HEAD TO OUR WEBSITE FOR DOWNLOADABLE ASSETS:

Twitter and Facebook banners
Email signatures
Posters

wwfscotland.org.uk/earthhour

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.

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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.

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TAKE A PHOTO

Earth Hour is a significantly visual event. In the lead up to and on the day show what your business or organization is doing by taking photos and using #EarthHourScotland and @WWFScotland.

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 other work the business is doing in relation to climate change, renewable energy or other sustainability issues.

**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 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.

FACEBOOK EXAMPLE POSTS

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

TWITTER EXAMPLE POSTS

- We're supporting #EarthHourScotland on Saturday 30 March at 8.30pm. Join us! Find out more at wwf.org.uk/scotland/earthhour @WWFScotland
- Raise your voice for the planet! Get involved in #EarthHourScotland at 8.30pm on Saturday 30 March @WWFScotland
- Be a #VoiceForThePlanet and take part in #EarthHourScotland at 8.30pm on Saturday 30 March





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.

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 Earth Hour, we're asking individuals in Businesses to add their voice to call for urgent action.

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