



FOR  
YOUR  
WORLD

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A GUIDE FOR SCOTTISH LANDMARKS

# 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**



# ICONIC BUILDINGS & LANDMARKS: WHY WE COULDN'T DO IT WITHOUT YOU

- As an iconic building or landmark, you can play a vital role in showcasing Earth Hour, reducing emissions, promoting sustainability and engaging with your community. The campaign also gives you a chance to encourage people to commit to a change in lifestyle and be part of an international movement that demonstrates to national leaders that the world wants them to take action.
- Earth Hour is a visual event. Videos and images of activities in your area on the night can demonstrate that your landmark 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 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 at your landmarks and iconic buildings for one hour on **Saturday 30 March at 8.30pm.**

## 2. TALK ABOUT IT

- Promote WWF's Earth Hour to staff through emails and intranet, encouraging them to get involved with friends and family.
- Use your social media channels to spread the word about your landmark joining this global movement (see page 6 for Facebook and twitter templates).
- Share your involvement in the event through local newsletters, press and radio.

## 3. ENGAGE THE PUBLIC

- Organise your own Earth Hour event on the night, such as a public countdown to the big switch off, a community ceilidh by candlelight or even a star watching event.
- Encourage people visiting your landmark to sign up to Earth Hour too, and join you in taking action for the planet



**HEAD TO OUR WEBSITE FOR DOWNLOADABLE ASSETS:**

Twitter and Facebook banners  
Email signatures  
Posters

[wwfscotland.org.uk/earthhour](http://wwfscotland.org.uk/earthhour)

# SOCIAL MEDIA & PROMOTION

Let people know how your iconic landmark is getting involved in the lead up to and on the night of Earth Hour.

## 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.

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## MAKE A VIDEO

Videos are a great to spread a message in a way that's easy for everyone to enjoy. Share them on your website and social media channels.

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## 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 landmark 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 your landmark in the media, highlight how it is participating in Earth Hour and is engaging in environmental issues.

Download template press releases from our website:  
[www.wwfscotland.org.uk/earthhour](http://www.wwfscotland.org.uk/earthhour)

**FOR TEMPLATE PRESS RELEASES GO TO:  
[WWFSCOTLAND.ORG.UK/EARTHHOUR](http://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. 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

- Show you care about protecting our planet! Join us in <<name of your landmark >> and switch off your lights on Saturday 30 March at 8.30pm and join #EarthHourScotland @WWFScotland [wwf.org.uk/scotland/earthhour](http://wwf.org.uk/scotland/earthhour)
- Have you heard about #EarthHourScotland? Switch off your lights on Sat 30 March at 8.30pm and join millions around the world taking part
- Will you be a #VoiceForThePlanet? Help protect the planet and join #EarthHourScotland at 8.30pm on Saturday 30 March [wwf.org.uk/scotland/earthhour](http://wwf.org.uk/scotland/earthhour) @WWFScotland

### 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](http://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 @WWFScotland







# 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](http://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](http://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](https://facebook.com/WWFScotland)

Please contact us to find out more:

WWF Scotland  
T: 0131 659 9100  
E: [scotland@wwf.org.uk](mailto: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](http://wwfscotland.org.uk)