

Leaders' Guide for Youth Clubs



# EARTH HOUR 2020

**JOIN THE FIGHT  
FOR YOUR WORLD**

Saturday 28 March at 8.30pm  
[wwf.org.uk/earthhour](http://wwf.org.uk/earthhour)  
[wwf.org.uk/youth](http://wwf.org.uk/youth)

**60+**  
EARTH HOUR



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# WHAT IS EARTH HOUR?

Earth Hour is the moment millions come together for nature, people and the planet – the world’s largest grassroots movement for the environment.

At **8.30pm on Saturday 28 March 2020** iconic landmarks, millions of homes, businesses, entire neighbourhoods and political leaders across the world will switch off their lights and raise their voices to stand in solidarity with the planet and call for the protection of our shared home.

But even more than that, Earth Hour inspires millions to protect the planet – 9 out of 10 people who took part in 2019 wanted to do more, from pledging to make changes in their own lives to campaigning for change. Now, in the UK, more people than ever before are concerned about our impact on the planet.

It’s time to take it to the next level.

Turn to page 6 to see how your youth club can be involved and how to claim your **Earth Hour certificate**

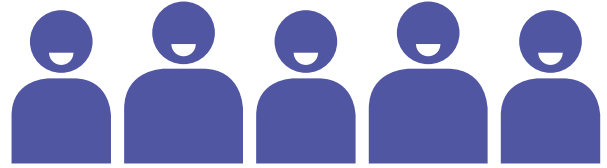


# THE EARTH HOUR MOVEMENT

Millions of people in the UK



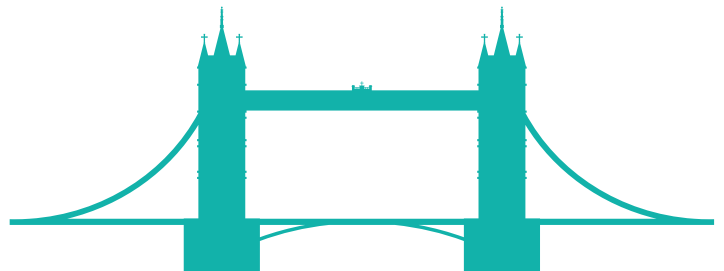
Over 3,000 schools and 5,500 youth groups



A record-breaking 102 MPs



115 iconic landmarks switched off all over the country



Sydney Opera House, Big Ben, the Pyramids of Giza, the Eiffel Tower and more all switched off over the world



#EarthHour trended globally – through the day and night



Countless events, switch-offs and celebrations

# EARTH HOUR 2020

In 2020, we are all uniting to send a clear message:

**“WE NEED TO RESTORE NATURE. OUR FUTURE DEPENDS ON IT.”**

We need nature. Nature is our life support. It provides everything we need to live: the food we eat, the air we breathe and the water we drink.

It's our best defence against devastating climate change. It protects us against our own pollution. And we often take it for granted, but nature is absolutely essential to our health and wellbeing.



## BUT NATURE IS IN CRISIS

**Since 1970, wildlife population sizes have plummeted by 60%.** We're destroying forests, polluting the oceans and messing up the climate. We're not giving nature the chance to recover.

And the nature on our own doorstep is suffering the same as across the world. Though we may not realise it, the UK has lost more nature than most – we're one of the most nature-depleted countries in the world. **More than 1,000 British species are at risk of extinction.**

# NATURE NEEDS YOU

## OUR FORESTS ARE BURNING

The worst part? Most of it's completely pointless. The way we grow our food is responsible for **60% of nature loss**, but we have more than enough land to feed our growing population without destroying our precious forests. Forests are home to millions of species and people, and one of our strongest allies in the fight against climate change.

Without nature, we can't survive. But given a chance, nature can fight back. Our present and future depends on a commitment: to protect what nature we have left and restore what we've lost, at home and across the world.

We are the first to know we are destroying our planet, and the last that can do anything about it.



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## WE NEED TO ACT QUICKLY

It seems obvious: if we depend on nature, then nature should be at the heart of all the choices we make in our everyday lives, the way we run our businesses and our political decision making. But it's not.

2020 is the year this could all change. World leaders will be making decisions about nature, climate and our food systems that will impact the health of our planet and all of our futures.



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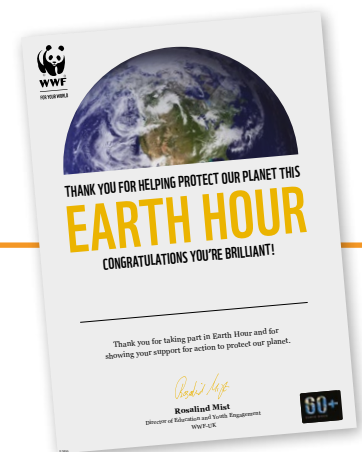
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# JOIN THE FIGHT FOR YOUR WORLD

There are many ways your youth club can be involved in Earth Hour 2020. As well as turning your lights off at home at **8:30pm on Saturday 28th March**, you can also celebrate at your youth club in the weeks before or after. If you have an eco council this is a great project for them to lead on, and if you don't then why not set one up!

Check out the following pages for some inspirational ideas on how your youth club can celebrate Earth Hour and share with us your creativity!

## TOGETHER, WE CAN RESTORE NATURE AND PROTECT THE PLANET



## EARN YOUR CERTIFICATE

Take part in Earth Hour and claim your exclusive Earth Hour certificate. This can be awarded to clubs or individuals.

**Step 1:** Do at least one of our fantastic activities on the following pages.

**Step 2:** Tell us about it! Go to our **website** and tell us what you did this Earth Hour to receive your Earth Hour certificate template. We may even share your story!

**IN THE TIME IT TAKES  
TO SAY 'DEFORESTATION',  
ANOTHER CHUNK OF  
FOREST THE SIZE OF  
A FOOTBALL PITCH IS  
DESTROYED.**

# CELEBRATE EARTH HOUR 2020

This year's theme is about our connection to nature. These are just some suggestions, which can be done at your youth club or at home, but if you have other plans, please do share them with us, we would love you to be as creative as possible.



1. Take our **footprint calculator challenge** and see how big your environmental footprint is.



2. Hold a quiz – why not test your animal or wildlife knowledge? You could use our **Wild Wisdom Quiz** resources.



3. Use the **Seek app** and explore nature. What wildlife you can spot? Which animals do you think might come here at night?



4. Do a paper audit at your youth club or at home and encourage others to 'think before they print'; Do they really need to print? Can they print in Mono instead of colour? Can they printer double sided?



5. **Attract wildlife** by making a bee/bug hotel, bird feeder or butterfly feeder.



6. Use recycled materials to create a display on your favourite animal. Include fun facts about them including the difficulties they face and **what WWF is doing to help**.



7. **Adopt an animal** affected by deforestation



8. Check your paper products – do they have the FSC logo?



9. Explore forest and jungles with our fantastic **Our Planet** films and activities.



10. Try one of our healthy and **sustainable recipes** or create your own based on WWF's 6 **Livewell Principles**.



11. Learn more about **palm oil** and its links to deforestation.



12. Learn more about **food connections** with climate change and biodiversity.



13. **Start your own vegetable garden** and explore the issues with food and our environment.



14. Explore how ethical and sustainable your shopping basket is through the **Giki App**.



15. Try Meat Free Mondays at home





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16. Make an Earth Hour poster to spread the word about Earth Hour around your youth club.



23. Hold an event to promote awareness of deforestation and habitat loss and invite the wider community and local press along.



17. Put on a play to raise awareness of deforestation and habitat loss. Present it at your youth club and invite parents.



24. Get arty with one of our **wildlife inspired craft activities**.



18. Help your youth club to plan an Earth Hour presentation and set a challenge for everyone to get involved.



25. Hold an eco-friendly fair and invite local craft makers and parents.



19. **Make a recycled lantern** and light it on the night of Earth Hour. Check out some of our recycled lantern ideas here.



26. **Polar bear seal hunt:**  
The classic cat and mouse parachute game with an Arctic twist! Take it in turns to be the seal (sliding underneath the parachute) and the polar bear (crawling on top). Everyone else should keep the parachute moving to conceal the seal.



20. Write a story or poem about the trees and why they are so important.



27. **Orang-utan challenge:**  
A challenge to get from one point to another without touching the ground. A risk assessed course could be set up using PE equipment such as benches, mats, beams, horse and ropes.



21. Look at ways to make your youth club more sustainable by adapting our useful sustainability **check list**.



22. Create a short film or news report set in the future – one with and one without trees. How different do they look? You could try using the 'Puppet Pals app'.



28. **Mountain gorillas bean bag relay:**  
Move along on your feet and knuckles carrying a bean bag like a baby on your back. This can either be run between two points or a relay race.



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# TELL US ABOUT IT!

Tell us about your event, however big or small, we would love to know how your youth club is engaging with Earth Hour 2020.



In England, @wwf\_uk and #EarthHourUK

In Scotland, @WWFScotland and #EarthHourScotland

In Wales, @WWFCymru and #EarthHourWales



WWF's Earth Hour–United Kingdom



@wwf\_uk



youtube.com/WWFUnitedkingdom



You can join the global conversation by searching #Connect2Earth

**SIGN  
UP**

Sign up to schools newsletter for more up to date content for Earth Hour and other news and resources.

**[wwf.org.uk/youth](http://wwf.org.uk/youth)**

**[youth@wwf.org.uk](mailto:youth@wwf.org.uk)**



For a future where people and nature thrive | [wwf.org.uk](http://wwf.org.uk)

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