



WWF

FOR YOUR WORLD

EARTH HOUR 2020

**JOIN THE FIGHT
FOR YOUR WORLD**

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

60+
EARTH HOUR



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.

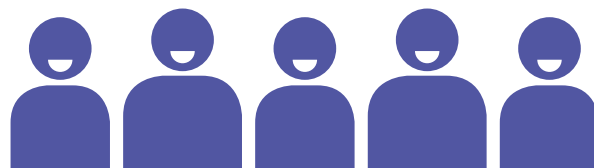
It’s time to take it to the next level.

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.



**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 you can do at home or at school, 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.



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



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



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



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



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.



4. Do a paper audit at your school 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?



12. Make posters for the dining hall reminding your classmates and teachers to sort any food waste into the correct bin.



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



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



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**.



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



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



15. Try Meat Free Mondays in your canteen or at home.



16. Make an Earth Hour poster to spread the word around your local community and school.



17. Put on a play to raise awareness of deforestation and habitat loss. Present it to your school and invite parents!



18. Present an Earth Hour assembly and set a challenge for the whole school to get involved.



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



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



21. Look at ways to make your school more sustainable by conducting a **school survey**.



22. Create a short film or news report set in the future – one with and one without trees. How different do they look?



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





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TELL US ABOUT IT!

Tell us about your event, however big or small,
we would love to know how your 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



For a future where people and nature thrive | wwf.org.uk

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