

EARTH HOUR

SWITCH **OFF** ON

FOR YOUR WORLD

INSPIRATION GUIDE

8.30PM SATURDAY 27 MARCH 2021

For individuals and communities who want to take part in Earth Hour



FOR
YOUR
WORLD

WHAT IS EARTH HOUR?

8.30PM 27 MARCH 2021

At 8.30pm on Saturday 27th March, hundreds of millions of people across the world will switch off their lights for one hour to celebrate Earth Hour and show they care about the future of our planet.

Last year over 9.5 million people took part from the UK alone, joining national landmarks across the country. This Earth Hour, we are not asking landmarks or businesses to switch off, which is why we need more people than ever to join the movement and switch off from home.

This past year has shown us how connected we all are – how our actions have an impact on others, and how others' actions impact us. Individual actions, like switching off your lights for Earth Hour, might seem small but collectively they can make all the difference in the world.

This is because when we make changes in our own lives to reduce our footprint on the planet, we also inspire the people around us to change. And before long, we're part of a global movement that governments and businesses can't ignore, with the power to put nature on the path to recovery.

Everyone has a part to play in making that happen. And it all starts with a single switch.
Will you join the movement?

EARTH HOUR 2021



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**FOR
YOUR
WORLD**

IDEAS FOR JOINING EARTH HOUR FROM HOME

BEFORE EARTH HOUR

IDEAS FOR JOINING EARTH HOUR FROM HOME



TAKE ON A MY FOOTPRINT APP CHALLENGE

Everyone has an environmental footprint. It comes from all the things you do that have an impact on our planet – the energy you use, the things you buy, the food you eat. With the [My Footprint app](#), you can choose challenges that suit you, to make small changes in your own life that add up to something bigger. Sign up to a challenge today to discover how you can make a difference, one step at a time. Keep an eye out for special Earth Hour challenges, coming soon!



JOIN THE CONVERSATION

Share our [Earth Hour content](#) across your social media channels and encourage your friends and family to take part from home by switching off their lights for one hour on Saturday 27th March.



WATCH 'DAVID ATTENBOROUGH: A LIFE ON OUR PLANET'

One man has seen more of the natural world than any other. Get inspired for Earth Hour and watch David Attenborough's unique documentary and witness statement: ['David Attenborough: A Life on our Planet'](#)

DURING EARTH HOUR

IDEAS FOR JOINING EARTH HOUR FROM HOME

Spending quiet time with your household or virtually with friends and family, taking time to reflect on your footprint and impact on our planet, is a great way to spend Earth Hour. Here are some other ideas for how you can get involved from home...



JOIN A WWF EVENT

We will be hosting live events on the night of Earth Hour and sharing community events that are taking place near you - keep an eye on [our website](#) and [Facebook page](#) for more information!



STARRY SKY GAZING

If it's a clear evening, you could spend your Earth Hour stargazing. There are lots of brilliant apps that show you the names of stars and constellations and where to find them in the night sky.



NATURE WALK

You will be amazed what incredible creatures come out at night. Take Earth Hour outdoors for a night time nature walk and see what you can spot. Do some research into local wildlife so you know where best to walk and what nocturnal animals to look out for.



MUSIC TO YOUR EARS

Light a candle, put your phone on 'do not disturb', press play on our [#EarthHour Spotify playlist](#) and enjoy some down time to yourself.

However you choose to spend the hour, you can find tips at www.wwf.org.uk/earthhour and share your plans with us on social media using [#EarthHourUK](#).

WITH YOUR COMMUNITY

IDEAS FOR JOINING EARTH HOUR FROM HOME

Holding an event for Earth Hour is a great way to bring your community together at this time, while building awareness of the need to protect our planet. Here are some fun and engaging ways to celebrate Earth Hour from home with your community this year...



COMMUNITY APP CHALLENGE

Encourage your friends and local community to download the [My Footprint app](#) and take on challenges for your world. You could set up a community leader board to see who can complete the most challenges in the run up to Earth Hour!



A TIME FOR REFLECTION

Bring your community together virtually for a night of candlelit discussion. Arrange for a guest speaker or even organise a debate.



LET'S GET QUIZZICAL

Organise a candlelit virtual quiz with people in your community. Why not theme your questions or quiz rounds about our planet and the people and animals we share it with?



CULTURE CLUB

Host a virtual culture club with people in your community. Encourage everyone to bring a short inspirational snippet from a book, film, poem or song to share with the rest of the group. You could even make it themed around the environment and sustainability.

FUNDRAISING FOR EARTH HOUR

IDEAS FOR JOINING EARTH HOUR FROM HOME

This year we can't bring communities together to raise money and help in the fight to protect our planet. But, you can organise your own fundraising activity with your household or virtually with friends and family. If you would like to fundraise for Earth Hour, register your fundraising activities [here](#) and make a donation via [justgiving.com/campaign/earthhour2021](https://www.justgiving.com/campaign/earthhour2021). You'll find more ideas at [wwf.org.uk/fundraise/do-your-own-fundraising](https://www.wwf.org.uk/fundraise/do-your-own-fundraising) and you can set up a fundraising page at [justgiving.com/campaign/earthhour2021](https://www.justgiving.com/campaign/earthhour2021).



GIVE UP YOUR DIGITAL DEVICE FOR AN HOUR

Could your kids give up their digital device during Earth Hour? Why not sponsor them to have an hour-long digital detox! They could challenge their friends to do the same. Could you go digital free too?



CRAFT BY CANDLELIGHT

You could organise a virtual crafting evening with friends, but by candlelight. Encourage your friends to donate to take part or even sell the products you have made to support Earth Hour.



MAKE A MEAT FREE MEAL

Why not cook a meat free meal and enjoy it by candlelight? You can donate the money it would cost to have a meal out and make a difference this Earth Hour. If you don't fancy cooking, you can support a local restaurant and buy a meal kit!

CONTACT THE EARTH HOUR TEAM

WE WOULD LOVE TO HEAR FROM YOU

If you're planning a virtual event Earth Hour this year, email the team at earthhour@wwf.org.uk and tell them all about it. We might feature the event on our Facebook page or on the [Earth Hour website](#).

Don't forget to share your plans for the night with us, through Facebook or Twitter using [#EarthHourUK](#) so we can inspire others to get involved!

Make the most of our brilliant Earth Hour resources. We've got some great social media content that you can post to raise awareness of Earth Hour this year. Find out more at our resources page wwf.org.uk/earthhour/toolkits.

WWF UK

- Twitter: [@wwf_uk](#)
- Instagram: [@wwf_uk](#)
- Facebook: [WWFUnitedKingdom](#)
- YouTube: [WWFUnitedkingdom](#)
- Hashtag: [#EarthHourUK](#)

WWF SCOTLAND

- Twitter: [@wwfscotland](#)
- Instagram: [@wwfscotland](#)
- Facebook: [WWFScotland](#)
- YouTube: [WWFUnitedkingdom](#)
- Hashtag: [#EarthHourUK](#)

WWF CYMRU

- Twitter: [@wwfcymru](#)
- Instagram: [@wwfcymru](#)
- Facebook: [WWFCymruWales](#)
- YouTube: [WWFUnitedkingdom](#)
- Hashtag: [#EarthHourUK](#)

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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 on earthhour@wwf.org.uk