

# 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?

**SATURDAY 27 MARCH 2021, 8:30PM**

**Earth Hour is one of the world's largest movements for our planet.**

At **8.30pm** on **Saturday 27th March**, hundreds of millions of people across the world will turn off their lights for one hour to show their commitment to protecting our planet.

Last year a record-breaking 190 countries and territories supported Earth Hour, with over 9.5 million people taking part in the UK alone.

Over the years, the big switch off moment has seen entire city skylines go dark. But this year, we're encouraging individuals, organisations and landmarks to take part at home and online.

2021 is the start of an important decade for climate and nature action. This year, leaders from across the world will make decisions that will impact our futures. By 2030, nature and wildlife could be recovering all around us. We could have green jobs, cleaner air and a healthier future for the next generation.

Everyone has a part to play in making that happen, individuals, communities and businesses alike. And it all starts with a single switch.

**Will you join the movement?**

**EARTH HOUR 2021**



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**FOR YOUR WORLD**





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# **JOINING EARTH HOUR FROM HOME**



# BEFORE EARTH HOUR

## 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'

Hear from the voice who inspires a generation. Get ready for Earth Hour by watching David Attenborough's documentary and witness statement on Netflix: ['David Attenborough: A Life on our Planet'](#)



# DURING EARTH HOUR

## 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. Here are some other ideas for how to spend your Earth Hour from home.



### SWITCH OFF YOUR LIGHTS

It's the main event – join millions of others across the world and switch off your non-essential lights at 8:30pm to join Earth Hour and show you care about the future of our planet.



### JOIN AN ONLINE EVENT

We'll 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 event](#) for more information!



### 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.



### SPEND TIME IN NATURE

Use your Earth Hour to spend time outdoors and see what you can spot. Do some research into local wildlife so you know what nocturnal animals to look out for.



### 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 how to find stars and constellations.

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



# WITH YOUR COMMUNITY

## 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

## 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. You'll find more ideas and be able to register your activity on our website <http://www.wwf.org.uk/earth-hour-fundraise>



### 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](mailto:earthhour@wwf.org.uk) and tell us 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 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](http://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](mailto:earthhour@wwf.org.uk)



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