

# EARTH HOUR

SWITCH **OFF** ON

# FOR YOUR WORLD

## YOUR GUIDE TO EARTH HOUR

## 8.30PM SATURDAY 27 MARCH 2021



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**



©Shutterstock/  
Nico El Nino / WWF



**FOR YOUR WORLD**



# WHY TAKE PART?

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

Public concern for our climate and nature emergency has never been higher and people are looking for ways to take action.

We understand the vital role that organisations like yours have in connecting and engaging with individuals and communities.

WWF's Earth Hour is an unique opportunity to be part of a global event that resonates with people in the UK and across the world. With your help, we can really raise the bar and get even more people involved from home.

Being a part of Earth Hour 2021 can:

- 🌍 Highlight the work you're doing or supporting to reduce your footprint and tackle key environmental issues
- 🌍 Engage your audiences and communities in something that's important to them
- 🌍 Get local and national media coverage for your organisation
- 🌍 Give you an opportunity to be part of a global moment that inspires hope and change for our planet

We can help you with ideas and assets – just get in touch  
[earthhour@wwf.org.uk](mailto:earthhour@wwf.org.uk)

# HOW YOU CAN SUPPORT EARTH HOUR 2021

# GET INVOLVED

## HOW YOU CAN SUPPORT EARTH HOUR

Taking time to reflect on your impact on our planet and make a positive change to your footprint is a great way to make the most of Earth Hour. Here are some other ways you can support:



### AMPLIFY THE EARTH HOUR MESSAGE

With your help, we can get even more people involved in Earth Hour this year. Share our Earth Hour assets across your social channels and encourage your employees and audiences to take part from home by switching off their lights for one hour from 8.30pm on Saturday 27th March.



### MAKE A PUBLIC COMMITMENT TO REDUCE YOUR FOOTPRINT

Earth Hour provides a unique opportunity to take the lead on sustainability and highlight your commitments as a business to reduce your footprint. Make a public commitment by sharing what you are doing with your audiences and local community.

# GET INVOLVED

## HOW YOU CAN SUPPORT EARTH HOUR

You can inspire your employees and audiences to take part in Earth Hour from home, and show that even small actions can make a big difference. Here are some fun ways to get them engaged this year...



### TAKE ON A MY FOOTPRINT APP CHALLENGE

Encourage your employees and audiences to download the [My Footprint app](#) to see how they can make small changes in their own lives that add up to something bigger. You can also sign up to one of our special Earth Hour challenges and discover how you can make a difference, one step at a time.



### HOST A VIRTUAL EVENT

Organising a virtual 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. You could host a countdown, a candlelit celebration or even a planet themed quiz. Keep us informed of your plans so we can promote them too.



### CONTACT LOCAL MEDIA

Speak to local media to tell them how your organisation or community is taking part and supporting WWF's Earth Hour this year. It's a great way to showcase some of the work you're already doing to protect our planet.



# ADDITIONAL IDEAS

## LET OTHERS KNOW YOU'RE JOINING EARTH HOUR

We are open to support you as much as we can and our team will be happy to brainstorm any additional ideas you might have to celebrate this year's Earth Hour.

### LOCAL AUTHORITIES

- Use our template social copy and assets on your website and social platforms to encourage your local community, local businesses, organisations and schools to take part.

### LANDMARKS

- Encourage other landmarks and your partners to spread the word about Earth Hour and share what they are doing to reduce their footprint.

### BUSINESSES

- Involve your staff through your internal communications and encourage them to sign up and take part.
- Use the opportunity of Earth Hour to make a commitment to make your company even more sustainable in the future.

# WHAT'S NEXT?

## LET US KNOW YOU'RE TAKING PART IN EARTH HOUR

- 🌐 Let us know what you're planning and what you need from us to help you make it happen by contacting the Earth Hour team at [earthhour@wwf.org.uk](mailto:earthhour@wwf.org.uk).
- 🌐 You can download a wide range of creative assets for use from our website: [www.wwf.org.uk/earthhour/toolkits](https://www.wwf.org.uk/earthhour/toolkits).
- 🌐 Keep in touch through our social media channels:

### WWF UK

- Twitter: [@wwf\\_uk](https://twitter.com/wwf_uk)
- Instagram: [@wwf\\_uk](https://www.instagram.com/wwf_uk)
- Facebook: [WWFUnitedKingdom](https://www.facebook.com/WWFUnitedKingdom)
- YouTube: [WWFUnitedkingdom](https://www.youtube.com/WWFUnitedkingdom)
- Hashtag: [#EarthHourUK](https://twitter.com/EarthHourUK)

### WWF SCOTLAND

- Twitter: [@wwfscotland](https://twitter.com/wwfscotland)
- Instagram: [@wwfscotland](https://www.instagram.com/wwfscotland)
- Facebook: [WWFScotland](https://www.facebook.com/WWFScotland)
- YouTube: [WWFUnitedkingdom](https://www.youtube.com/WWFUnitedkingdom)
- Hashtag: [#EarthHourUK](https://twitter.com/EarthHourUK)

### WWF CYMRU

- Twitter: [@wwfcymru](https://twitter.com/wwfcymru)
- Instagram: [@wwfcymru](https://www.instagram.com/wwfcymru)
- Facebook: [WWFCymruWales](https://www.facebook.com/WWFCymruWales)
- YouTube: [WWFUnitedkingdom](https://www.youtube.com/WWFUnitedkingdom)
- Hashtag: [#EarthHourUK](https://twitter.com/EarthHourUK)





**FOR  
YOUR  
WORLD**

# ADDITIONAL RESOURCES



# LETTER TEMPLATE

## PROMOTING EARTH HOUR

PLEASE EDIT THE BELOW TO YOUR STYLE AND TONE OF VOICE

Dear *(insert name)*,

I am writing to let you know that Earth Hour, one of the world's largest environmental movements, is taking place on Saturday 27th March from 8.30pm – 9.30pm and we are encouraging all of our *(insert employees/colleagues/local community)* to take part in Earth Hour from home this year.

This involves simply switching off your lights at home for one hour on Saturday 27th March and downloading the My Footprint app (WWF's new app helping people make positive lifestyle changes) to discover how you can take action for our planet, one step at a time.

Join the movement. Find out more at [wwf.org.uk/earthhour](https://www.wwf.org.uk/earthhour).

Many thanks,

*(insert name)*

# PROMOTIONAL COPY

## PROMOTING EARTH HOUR

PLEASE EDIT THE BELOW TO YOUR HOUSE STYLE AND TONE OF VOICE

On Saturday 27 March 2019 at 8.30pm, the employees of *(insert name of organisation)* OR local community of *(insert name of town/city)* will be turning off their lights at home for one hour to support WWF's Earth Hour.

*(Insert name of organisation or town/city)* will unite with millions of people around the world in a global display of commitment to tackle urgent environmental issues and protect our planet.

We are also encouraging our *(insert employees/local community)* to download the My Footprint app to take action and make small changes in their lives that will help protect our planet.

We strongly encourage individuals, local communities and partners in *(insert name of the town, city in the UK)* to take part in the switch off from home for Earth Hour on Saturday 27 March at 8.30pm. Join the movement.

For more information, please visit [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour).



# SOCIAL COPY

## PROMOTING EARTH HOUR

### FACEBOOK AND LINKEDIN

Join the movement this Earth Hour! Join us and switch off from home on Saturday 27 March at 8.30pm for WWF's [#EarthHourUK](#)

As an organisation, we are committed to reducing our footprint on the planet. That's why we are *(insert commitment here)*. Join our employees and switch off for your world this Earth Hour. Find out more at [www.wwf.org.uk/earthhour](http://www.wwf.org.uk/earthhour)

Download the [WWF My Footprint app](#) to take action for your world today. Find out more about how you can join the movement this Earth Hour at [www.wwf.org.uk/earthhour](http://www.wwf.org.uk/earthhour)

### EXAMPLE TWEETS

We're supporting WWF's [#EarthHourUK](#) on Saturday 27 March at 8.30pm. Join us! Find out more at [www.wwf.org.uk/earthhour](http://www.wwf.org.uk/earthhour)

Friday 26th March 2021

Take part in [@wwf\\_uk's #EarthHour](#) tomorrow at 8.30pm. Join the movement and switch off your lights from home this Earth Hour! [www.wwf.org.uk/earthhour](http://www.wwf.org.uk/earthhour)

Saturday 27th March 2021

Don't forget it's [@wwf\\_uk's #EarthHourUK](#) tonight at 8.30pm! Join the movement at [www.wwf.org.uk/earthhour](http://www.wwf.org.uk/earthhour)

# EARTH HOUR

SWITCH **OFF** ON

# FOR YOUR WORLD

## 8.30PM SATURDAY 27 MARCH 2021

## 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)



FOR  
YOUR  
WORLD