

# WWF'S EARTH HOUR 2024

## LET'S GET DOWN TO BUSINESS

**Saturday 23 March | 8:30 pm**

60  
EARTH  
HOUR



**We're calling on businesses and organisations from across the UK to join us for WWF's Earth Hour on Saturday 23 March at 8.30pm and be part of the world's biggest movement for nature by giving an hour for Earth.**

Our world needs help. All over the world, animals and people are losing their homes because we're destroying forests, polluting rivers and oceans and making the climate crisis worse. But there is hope. More people than ever before, including your colleagues and consumers, are demanding action to save our world and we believe that organisations big and small can play their part.

Spend 60 minutes doing something positive for nature this Earth Hour and help bring our world back to life. Ask your employees to follow our 3 simple steps below and remember to let your clients and networks know that you're taking part in Earth Hour and encourage them to get involved. Let us know about your plans too!

### 3 SIMPLE STEPS TO GIVE AN HOUR FOR EARTH

1. Find out more at [www.wwf.org.uk/earthhour](https://www.wwf.org.uk/earthhour)
2. Join our [Facebook event](#)
3. Share your plans with us via social media using **#EarthHour**

### WHY DOES WWF'S EARTH HOUR MATTER?

- Nature isn't just a "nice to have" to be admired on wildlife documentaries – it underpins our entire economy. According to **PwC**, 55% of global GDP, equivalent to an estimated \$58 trillion, is moderately or highly dependent on nature. To continue destroying nature is bad for the future of every business.
- Global wildlife populations have decreased by an average of 69% since 1970.
- Here in the UK, we've lost 70% of our ancient woodlands, our rivers are polluted, and our wild lower meadows are almost gone.
- We know that environmental concerns are a top long-term issue according to the World Economic Forum's latest Global Risks report.
- We're a nation of people and communities who care about our natural world and people everywhere are taking action: from community groups in the UK raising over £2 million for nature projects in their local areas, to businesses removing nature from their logos for World Wildlife Day to raise awareness of the nature crisis.
- More and more, people, communities, businesses and organisations are coming together to help bring our world back to life.

# NEED IDEAS ON HOW YOUR BUSINESS CAN GIVE AN HOUR FOR EARTH?



We've come up with a few ideas on how your business or organisation can take part in WWF's Earth Hour by giving an hour to do something positive for our world. Encourage others in your workplace or across your network to get involved. Share what your team or organisation is doing with us on WWF's social media channels using [#EarthHour](#).

1. Explore our WWF [campaign hub](#) and find out how you can influence politicians and make a difference in your local area. You'll find inspiration for businesses and resources on the hub.
2. Organise a watch party: screen an environmental film and see how many colleagues are also interested in the topic. Ask external experts to join to really engage your team and build knowledge. Here's a list of films we recommend: [www.saveourwildisles.org.uk/business](http://www.saveourwildisles.org.uk/business)
3. Switch off non-essential lights, especially if you have an illuminated sign or logo on a prominent building. Don't forget to share a photo or video of the switch-off on social media using [#EarthHour](#).
4. Get your hands dirty: volunteer for a local nature charity, council or donate an hour to a Citizen Science project to give back to nature.
5. Lend a hand: find out if you have an eco/green team or lend a hand to your sustainability team. Ask what they're working on and how you can help.
6. Avoid greenwashing: read up on newly launched [Science-Based Targets for Nature](#) and the [TNFD](#) to help your company set credible targets and do robust risk-assessments.
7. Talk to colleagues about other ways your business can reduce its impact on the planet. Brainstorm ideas and see if together you can create a plan to put into action throughout the year.
8. Reduce [food waste](#) and check what you eat: talk to your chef, canteen or whoever buys the tea and biscuits. Ask them what criteria they look at when buying your food and ingredients.
9. Support employee wellbeing by promoting our [Thriving with Nature](#) booklet, co-created with the Mental Health Foundation, which explores the relationship between nature, wellbeing and mental health.
10. Check your suppliers and pension scheme: research a company's ethics and environmental practices. Telling suppliers that ethical or environmental aspects matter to your business sends a clear message that things need to change.