

WWF'S EARTH HOUR 2024



GIVE AN HOUR FOR EARTH

Saturday 23 March | 8:30 pm

We're calling on people and communities 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 are demanding action to save our world and we believe that every one of us can play our part.

Spend 60 minutes doing something positive for nature this Earth Hour and help bring our world back to life. Get involved by taking our 3 simple steps below and remember to let your friends and family know that you're taking part in Earth Hour and encourage them to get involved. Let us know about your plans – we want to hear from you!

3 SIMPLE STEPS TO GIVE AN HOUR FOR EARTH

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

WHY DOES EARTH HOUR MATTER?

- Our world needs help. Nature is in freefall and we're destroying our forests, polluting our rivers & oceans, and causing devastating changes to the climate.
- 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 wildflower meadows are almost gone.
- But there is hope. We know that small actions can make a big difference and together we can make change.
- By giving an hour for Earth you'll be helping to bring our world back to life. That means more space for nature and a more stable climate, so people and wildlife can thrive.
- 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 and you can play your part too.



NEED IDEAS ON HOW YOU & YOUR COMMUNITY CAN GIVE AN HOUR FOR EARTH?

We've come up with a few ideas for how you and your community can give an hour to do something positive for our world. Switch off for WWF's Earth Hour on Saturday 23 March and invite friends, family, colleagues, and neighbours to join in and take part. Share how you or your community will be giving an hour for Earth using [#EarthHour](#).

10 WAYS TO GIVE AN HOUR FOR EARTH

1. Get outside and make your outdoor space more nature friendly. If you don't have a garden or window box, there are community gardens and allotments that will benefit from your green fingers!
2. Calculate your personal impact with [WWF's footprint calculator](#) and make a plan to reduce it. You could also set up a community leader board to see who can complete the most challenges in the run up to Earth Hour.
3. Organise an Earth Hour 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?
4. Get creative with our series of fun '[make-it](#)' activities that have been designed to encourage wildlife into your local area and explore your love of nature.
5. Spend an hour on you. We've partnered with the Mental Health Foundation to create a [guide](#) filled with tips and tools for how all of us can connect with nature, to help us thrive even in challenging times.
6. Cook a [sustainable meal](#). There are so many tasty plant-based recipes out there so get going and cook up a special Earth Hour feast during the hour.
7. Explore our [WWF campaign hub](#) and find out how you can influence politicians and make a difference in your local area.
8. Get your friends, family and neighbours inspired by organising a screening of the [Save Our Wild Isles](#) documentary series on iPlayer.
9. Love nature and music? Listen to our special Earth Hour edition playlists on Spotify from various artists in collaboration with Music Declares Emergency.
10. Switch off and take an hour to connect with loved ones. This is where Earth Hour all began – you are part of a movement of millions of people around the world.