



8:30pm

28 March 2009

www.org.uk/earthhour



Introducing WWF's Earth Hour

Connecting the world to tackle climate change

WWF's Earth Hour 2009 has one major aim: *for people to unite* and make a bold statement to show they are concerned about climate change, and convincing the world's leaders that *it is possible to take positive action!*

It's time to show we care about the world – its natural environments, people and wildlife.



Lights out!

On Saturday 28 March 2009 at 8.30pm, we want a *billion people* across the world to turn off their lights for an hour – WWF's Earth Hour.

Homes, businesses and iconic landmarks in more than 1,000 cities will go dark, sending a truly dramatic message to world leaders – simply by switching lights off.

WWF's global deal campaign

At the end of 2009, leaders from 192 countries will meet in Copenhagen to decide how we tackle climate change. This is our one chance to put in place the means to combat the biggest threat to people and wildlife.

WWF's Earth Hour marks the launch of our biggest campaign yet – to make sure we get the best possible deal in Copenhagen.



The world's largest mass participation event – ever!

Earth Hour is a global WWF initiative.

In 2008, 50 million people across 35 countries switched off their lights for an hour. In 2009, WWF's Earth Hour aims to reach a billion people, making it the world's largest mass participation event ever!

From the Golden Gate Bridge to the Sydney Opera House

In 2008, San Francisco's Golden Gate Bridge, the Colosseum in Rome and the Sydney Opera House all went dark. And we hope more iconic buildings and landmarks will follow suit in 2009.

Thousands of companies will get involved, encouraging their staff and customers to join them. Political leaders will embrace the campaign, locally and at a national level. Schoolchildren across the globe will discuss WWF's Earth Hour in classrooms. And the event will be shared and discussed, with friends and strangers all around the world, on social media sites such as facebook, myspace, flickr and youtube.



Earth Hour needs YOU!

WWF's Earth Hour is an inspiring message of hope and action. Just imagine how powerful our voice will be if we all *act together*.

The numbers are growing every day. But our campaign needs *your* commitment. Just let us know how you want to get involved – whether it's *signing-up*, *organising an event* or *spreading the word*.

Join us at www.wwf.org.uk/earthhour

**sign up and
switch off**

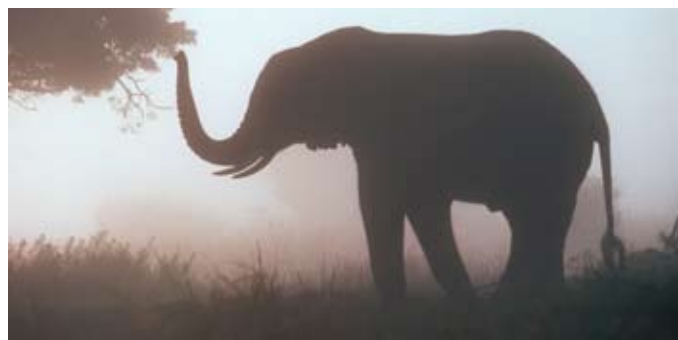


WWF and climate change

WWF works to create solutions to the most serious environmental problems facing our planet, so that people and nature can thrive.

Climate change is the most serious problem we face. The consequences of changing weather patterns, warming seas and melting ice are devastating people and nature.

We're already seeing its impacts – from melting Arctic sea ice to flooding and droughts. So we must take urgent global action if we are to safeguard the natural world.



©Martin Harvey/WWF-Canon

Staying below 2°C

The scientists agree. Average global temperatures must remain less than 2°C above pre-industrial levels, or we face irreversible and devastating changes in the planet's natural systems. WWF seeks cuts in emissions at the UK, EU and global level that will prevent this.

Although significant impacts will occur with average global temperature increases of less than 2°C, once we go above this threshold there will be increasingly severe consequences for people and nature, with the most vulnerable communities and species being hit first and hardest.

We also face rapidly increasing risks of passing a number of 'tipping points' – events which lead to sudden and increasingly large changes.

Make your voice heard

In December 2009, governments will be gathering at the United Nations' climate summit in Copenhagen. It is vital that we get an effective international agreement – a global deal – at the summit, so let's make sure our voice is heard and show the world's leaders how much we care about climate change.



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The world needs the right global deal

A key part of the global deal is to ensure that global greenhouse gas emissions peak and start on a downward path well before 2020, and fall steeply thereafter – by at least 80% by 2050. And the world's reliance on fossil fuels, the major cause of emissions of carbon dioxide (CO₂) – the most prevalent greenhouse gas – must be drastically reduced.



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Help us achieve a global deal

WWF's Earth Hour 2009 marks the launch of our global deal campaign. WWF will use our influence, resources and leadership to make sure the global deal is as effective as possible.

WWF wants you to join us and show world leaders that *you care* and want to make the global deal a reality, for the future of our planet.

It is possible

Leading research – including WWF's 2007 *Climate Solutions* report – shows that it is still possible to avoid the worst impacts of climate change by measures such as rapid deployment of clean energy solutions (which would address some 65% of global emissions) and stopping tropical deforestation (addressing around 20% of emissions).

With climate programmes in many key countries – such as the EU, China, India, Japan, Canada, Russia, Brazil, Indonesia, Australia and the US – the WWF global network is well placed to work on this agenda.

More information at

www.wwf.org.uk/earthhour/globaldeal

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Get involved in WWF's Earth Hour

Show the world you care!

At 8.30pm on 28 March 2009, WWF wants a billion people to turn off their lights for one hour – WWF's Earth Hour – sending a powerful message from all around the globe, that we want action on climate change.

WWF wants as many people as possible to be involved in this historic global event. Here are just some of the ways you can join in.



©Wanchart Jongmeerak/WWF-Canon

Sign up for WWF's Earth Hour

Every single person who signs up to WWF's Earth Hour sends the message that they want action to tackle climate change!

If a billion people sign up, the event will create an overwhelming message which WWF will take to world leaders at the UN climate summit in Copenhagen.

So make *your* statement and add *your* voice to WWF's Earth Hour at wwf.org.uk/earthhour

You can register as an individual, organisation, school or business. And once registered, you will receive information on what you can do to become more involved in WWF's Earth Hour, including useful resources and tips.

Spread the word

Every day, the number of people signing up to WWF's Earth Hour is growing. But if we want our voice to be heard we need to get as many people as possible to register.

So tell your friends and family, colleagues and strangers! Help us reach our one billion target and make this the world's largest mass participation event ever!

Just visit the website for more information. It couldn't be easier! Or if you're feeling adventurous, there are many other resources you can send, such as web banners, screensavers and posters.

Be creative in the dark!

On 28 March 2009, towns, cities and businesses will turn off iconic buildings and landmarks. In 2008, Rome's Colosseum, the Golden Gate Bridge in San Francisco, and the Opera House in Sydney all went dark for an hour, as did advertising billboards in New York's Times Square.

So think about how you can be creative in the dark.

Why not host a candlelit dinner party? We have lots of ideas to help you on your way – from menu suggestions and top party tips to fundraising ideas.

Or you could arrange an acoustic gig, organise a movie night or get your local to put on a pub quiz in the dark. In the run-up to WWF's Earth Hour, think about what you can do to spread the word.



©Jamie Williams Photography

Share your ideas

Let your friends know what you're planning for WWF's Earth Hour, and inspire the world with your Earth Hour photos and videos. There are Earth Hour communities on all of the main social sites on the web: Flickr, YouTube, Facebook, Twitter – the list goes on! We'll be linking to the best of your content from earthhour.org.

Resources

Visit our resources page to download ideas, tips and a range of resources to help you promote Earth Hour. We've got posters, web banners and light switch covers. And don't forget to check out WWF's Earth Hour merchandise.

Visit wwf.org.uk/earthhour

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switch off



Have fun for WWF's Earth Hour

We want Earth Hour to be fun. So why not host a candlelit dinner party for friends and family while the lights are out, and raise money for us at the same time? Your support will help our vital work to promote solutions to climate change.

The date and time are set, so all you need to do is invite friends and family to join you for food and fun by candlelight.



©Claus-Christensen

Party with a difference

Here are a few tips to make your party a success:

- Recite horror stories in the dark, passing round props to enhance the mood.
- Play a murder mystery game in the dark.
- Challenge your guests to do simple drawings in the dark. Award prizes for the best ones.
- Hold a blind taste-testing session, where participants have to guess the kind of food or drink.
- Get to know your neighbours – invite them to share in WWF's Earth Hour.
- Enjoy a game of Scrabble in the dark.
- Organise an acoustic concert with your friends – and invite the neighbours.
- Convince your local pub or restaurant to hold a special event by candlelight.

Why your support is important

In December 2009, world leaders will meet at the UN's Climate Change Summit in Copenhagen to agree a new global deal to tackle climate change. This is the last chance to get it right, so politicians need to hear from enough people that we want an effective global deal. Please sign up to add your voice, and switch off your lights for the hour.

Your support is vital. Climate change is threatening the world's forests, rivers and seas, and we're almost out of time to prevent runaway climate change, which could lead to the extinction of 20- 30% of the world's species.

Climate change is a global threat and requires global action. That is why WWF's whole network, from the Arctic to Zambia, is uniting to deliver a global event – WWF's Earth Hour.

How to raise funds

The easiest way to raise funds from your party would be to charge an entry fee of, say, £15. There are plenty of other ways you can raise funds for WWF's Earth Hour – here are some ideas to get you started:

- Ask local businesses if they would like to contribute to the event. They could make a donation or provide goods or services as prizes.
- Hold an auction. Gather prizes from local businesses or family and friends and auction them to the highest bidder. Or you could hold an auction with a difference: ask your guests to offer their time – they could promise to do the washing up for a week, cut your lawn or make the tea for the day!
- Hold a collection at the event.



©James Alcock

Collecting your donations

Don't forget to encourage your guests to donate online at wwf.org.uk/earthhour/fundraising. To help us make your money go further, don't forget to Gift Aid your donations.

What do I do now?

Visit our website wwf.org.uk/earthhour to sign up and join WWF's Earth Hour.

Tell us what you are doing and how your dinner party went. You can email us at ukearthhour@wwf.org.uk and find out how to share your videos and photos at wwf.org.uk/earthhour/share

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The mission of WWF is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable resources is sustainable
- promoting the reduction of pollution and wasteful consumption

wwf.org.uk/earthhour

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