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EARTH HOUR

# YOUR GUIDE TO WWF'S EARTH HOUR

8.30PM, 26 MARCH 2011

ONE HOUR. ONE WORLD. OUR FUTURE.

RAISING FUNDS FOR SKY RAINFOREST RESCUE



WORKING  
TOGETHER TO  
HELP SAVE  
1 BILLION TREES

# ONE HOUR. ONE WORLD. OUR FUTURE

**Thank you for joining us for WWF's Earth Hour  
8.30pm on 26 March 2011**

From London to Sydney, Toronto and Singapore, people across the world will be joining us on 26 March 2011 to switch off their lights. It's a reminder to us all that we only have one planet Earth. And it's an urgent message that we want to reduce the impact our energy system has on that planet.

Read on to find out how you can be an important part of WWF's 50th anniversary year.



# WWF'S EARTH HOUR NEEDS YOU!

WWF's Earth Hour is a moment in time when people around the world send a message to world leaders that they care about tackling climate change and protecting the natural world.

1

## SPREAD THE WORD

- Every registration for WWF's Earth Hour adds to our powerful message to the UK Government that we want urgent action to tackle climate change and safeguard the natural world.
- Ask all your friends and family to register at [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour). And make sure you let your colleagues, clients and customers know what you're doing – encourage them to register as well.

2

## RAISE FUNDS FOR A WORLD WITH A BRIGHT FUTURE

- Get together with friends, family or colleagues to hold a fundraising event. It's great fun and the money you raise will be matched by Sky to help us tackle deforestation in the Amazon - a major contributor of climate change.
- From 'Wear it bright' days to pub quizzes, read on for some sparkling ideas about how you can raise vital funds.

3

## SWITCH OFF

- And don't forget to switch off the lights! Join homes, businesses and iconic landmarks across the UK in switching off all non-essential lighting at home and at work between 8.30pm and 9.30pm on 26 March.

4

## MAKE IT MORE THAN AN HOUR

- Make sure that when the lights go back on you're doing everything you can to ensure the planet has a bright future. Read on for simple things you can do to make a difference.



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# WWF'S EARTH HOUR FUNDRAISING

You can help us to protect a billion trees in the Amazon rainforest! We're working in partnership with Sky to help tackle deforestation, which is a major contributor to climate change.



Every minute an area the size of three football pitches of rainforest is lost. 20% of the Amazon has already been destroyed by activities such as illegal logging, clearance for cattle and development of roads.

The money you donate from your Earth Hour fundraising will support WWF and Sky to help save a billion trees in the Amazon through Sky Rainforest Rescue. By supporting forest communities to make a sustainable living from the rainforest, we can help tackle deforestation in the Amazon and protect the home of thousands of species, including the magnificent jaguar.

Sky has promised to give an additional £1 to match every £1 that's donated, to help us reach our target of £4 million. Find out more at [sky.com/rainforestrescue](https://www.sky.com/rainforestrescue)

Here are three fun and easy ideas to inspire you.



## • 'BE BRIGHT' QUIZ

- o Host a 'Be Bright' quiz, to show off how bright you are! Download everything you need from [wwf.org.uk/earthhour](https://www.wwf.org.uk/earthhour). You'll find quizmasters' questions, a scoresheet, and even a winner's certificate for the brightest spark!
- o Top tip: approach your local pub in advance to see if they'll host the quiz for you.

## • WEAR IT BRIGHT!

- o Bring WWF's Earth Hour into your office in the weeks leading up to Earth Hour by holding a fundraising 'Wear it Bright' day. Invite people to wear their brightest, most colourful clothes, and encourage them to make a small donation to do so – perhaps £2 each.
- o Top tip: why not complete the day with a colourful cake or fruit sale?

## • CANDLELIT DINNER OR SUSTAINABLE LUNCH

- o Hold a candlelit Earth Hour dinner and ask for a small donation from your guests to help fund WWF's vital work. And if you want to take part at work, why not have a special Earth Hour lunch on the Friday before the big night?
- o Top tip: you could hold a competition to find who can bring in the most environmentally-friendly dish! For tips on how to make sustainable food choices, visit [wwf.org.uk/eat](https://www.wwf.org.uk/eat)

*'1.3 billion people can't be wrong, it's easy to be negative but with numbers like that we really do stand a chance of tackling huge environmental challenges.'*

Earth Hour Supporter

Visit [wwf.org.uk/earthhour](https://www.wwf.org.uk/earthhour) to download additional posters, our fundraising dos and don'ts, forms for paying in funds, our 'Be Bright' quiz and any other materials you might need.

# WWF'S EARTH HOUR WHY?

Tackling climate change and protecting the natural world.

## FOLLOW US

ON FACEBOOK:  
[WWW.FACEBOOK.COM/  
EARTHHOURUK](http://WWW.FACEBOOK.COM/EARTHHOURUK)

While we've had some really cold weather in the UK this winter, NASA estimates that 2010 was the warmest year on record. This is part of the long-term warming trend across the globe, which is altering weather patterns and water supplies, seasonal growth for plants and ways of life for people and wildlife. The impacts are already being felt all over the world. There's still plenty we can do, but we need to act now.

We need to keep the rise in average global temperature to less than 1.5°C to avoid the worst impacts of climate change. To do this, we need to slash the world's greenhouse gas emissions by 80% before 2050, and move to a low-carbon future. We need to end our reliance on fossil fuels and make the transition to a world powered by renewable energy.

It's also vital that we protect the world's forests. It's estimated that around 13 million hectares of forest are destroyed each year – which accounts for up to a fifth of global greenhouse gas emissions. This means that curbing the loss and degradation of our forests through projects like Sky Rainforest Rescue, is an important part of tackling climate change.

Communities, businesses, investors and governments around the world are already making choices that will lead to a low-carbon future. By taking part in WWF's Earth Hour you'll be joining millions of people around the world who want to create a world with a brighter future.



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# MAKING IT MORE THAN AN HOUR

What will be different when we switch the lights back on?



WWF's Earth Hour is so much more than just an hour. It's a powerful message calling on the government for action to reduce the impact that our energy use has on the world's climate. It's a reminder to us all that we need to look after our planet. Here are some simple things you can do once the lights are back on:

- Take part in our campaign to make sure the UK's new Energy Bill really helps cut emissions. Find out more and take action at: [wwf.org.uk/energybill](http://wwf.org.uk/energybill)
- Make your home more energy efficient: contact your energy company and ask for loft and cavity wall insulation, and order an energy monitor to help you check your usage. You could even lead the way to the future by becoming a SuperHome. Visit [greatbritishrefurb.co.uk/superhomes](http://greatbritishrefurb.co.uk/superhomes) to find out more.
- Make sure you choose wood and paper products that have been sourced responsibly. It'll help to ensure a healthy future for forests, people and wildlife. Look out for the Forest Stewardship Council (FSC) logo on paper and wood products. It gives you the assurance that you're buying something that's come from a well-managed forest.

If you live in Wales you can help tackle climate change by getting involved in our election campaign. The Welsh Assembly Government can put Wales on the path to a green economy with thousands of new green jobs; but only if politicians know that there is public support for action. Please email [rbates@wwf.org.uk](mailto:rbates@wwf.org.uk) to find out what we've got planned in Wales.

## REACHING AS MANY PEOPLE AS POSSIBLE

- Help us reach as many people as possible by encouraging everyone you know to take part.
- Let your local press know. It'll show your community the great work you're doing and encourage others to join in.
- From template press releases to widgets and Facebook links, you'll find everything you need to spread the word at [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour)
- And don't forget to let us know what you're up to! We're on Facebook and Twitter or email us at [earthhour@wwf.org.uk](mailto:earthhour@wwf.org.uk)

### How we work with business to tackle climate change

With our business partners, including RSA, Sky, HSBC and M&S, we seek to play a significant role in tackling climate change and moving towards a more sustainable economy. Our work encompasses a diverse range of sectors. We promote innovation and opportunities in sustainable finance, and carbon reduction through improvements in food production and consumption, renewable energy models and cleaner modes of transport.

To find out how your business can benefit, please contact Dax Lovegrove, at [dlovegrove@wwf.org.uk](mailto:dlovegrove@wwf.org.uk)

*'I didn't realise how emotional I would feel when I did it but the thought of uniting with so many people for the good of the planet was phenomenal. I shall do it for as long as I live now.'*

Earth Hour Supporter

# ABOUT WWF'S EARTH HOUR

WWF's Earth Hour started in 2007 in Sydney, Australia when 2.2 million people and more than 2,000 businesses turned their lights off for one hour to take a stand against climate change. Only a year later

it had become a global movement, with more than 50 million people participating in 35 countries.

Last year's Earth Hour was the biggest yet. A record 128 countries and territories joined the global display of climate action. People across the world from all walks of life turned off their lights and came together in celebration and contemplation of the one thing we all have in common – our planet.

## RESOURCES

Visit [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour) for:

- WWF's Earth Hour videos
- Online registration pages for you to use and promote
- A template press release
- Promotional posters and materials for you to download and print
- Web banners and graphics for your own website and materials
- Updates that show who's signed up and what's happening across the UK
- Our 'Be Bright' quiz
- Our fundraising dos and don'ts
- Our policy recommendations on how to clean up the UK's energy system

### Sending in the funds

Please return any funds you've raised to us no later than Monday 25 April 2011.

Please send cheques and postal orders, payable to WWF-UK, along with a paying-in funds form to WWF-UK, Panda House, Weyside Park, Godalming, GU7 1XR. Please don't send cash in the post as it might get lost. Thank you for supporting our work in the Amazon.

*'I felt that as one person  
I could help bring about  
change. You only need to  
light one candle to chase  
away the dark.'*

Earth Hour Supporter



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# THANK YOU!

Thank you for helping to make WWF's Earth Hour 2011 a huge success.

Special thanks to this year's official partner MORE TH>N. Whilst WWF celebrates its 50th Anniversary this year, MORE TH>N's parent company RSA celebrated their 300th birthday last year and is proud to be the UK's first carbon neutral insurer.

**MORE TH>N**<sup>®</sup>  
WE DO MORE

[morethan.com](http://morethan.com)

#### WWF-UK

Panda House  
Weyside Park  
Godalming  
GU7 1XR  
t: 01483 426444  
f: 01483 426409

#### WWF Northern Ireland


Second Floor  
7 Exchange Place  
Belfast, BT1 2NA  
t: 028 9033 2869  
f: 028 9033 3401

#### WWF Cymru

Baltic House  
Mount Stuart Square  
Cardiff  
CF10 5FH  
t: 029 2045 4970  
f: 029 2045 1306

#### WWF Scotland

Little Dunkeld  
Dunkeld  
Perthshire  
PH8 0AD  
t: 01350 728200  
f: 01350 728201

	<p><b>Why we are here</b> To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.</p> <p><a href="http://wwf.org.uk">wwf.org.uk</a></p>
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