



WWF

TOOLKIT

2012



Conservation

Climate Change

Sustainability

WWF's Earth Hour 2012

8.30pm Saturday 31 March 2012

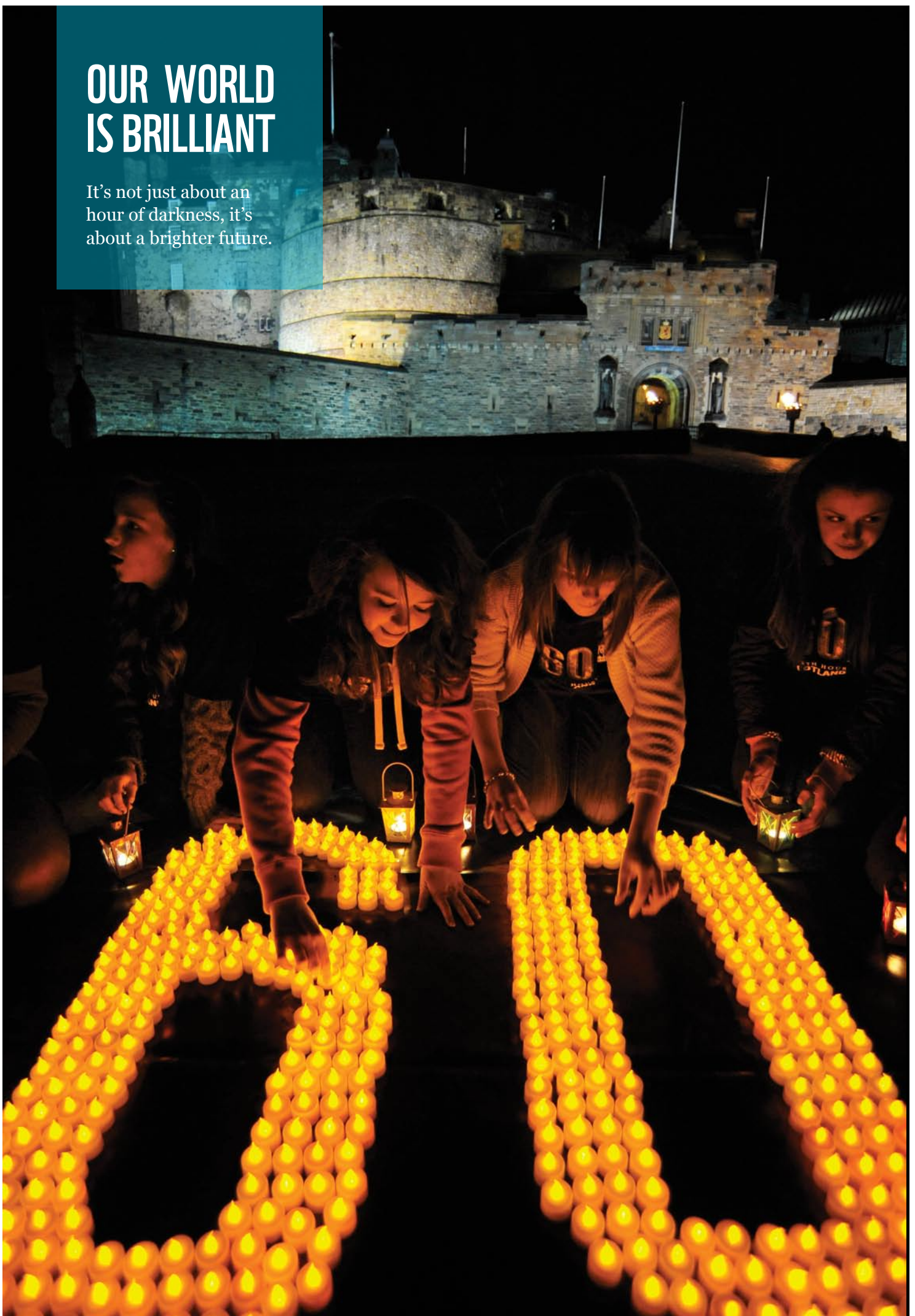
A guide for iconic buildings and landmarks



WWF'S
GLOBAL
EVENT

OUR WORLD IS BRILLIANT

It's not just about an hour of darkness, it's about a brighter future.



LIGHTS OUT! ON SATURDAY 31 MARCH AT 8.30PM FOR ONE HOUR

WWF's Earth Hour is a simple idea that's quickly turned into a global phenomenon. Hundreds of millions of people turning off their lights for one hour, on the same night, all across the planet.

But it's not to save an hour's electricity. It's something much bigger. WWF's Earth Hour is about people coming together to put the focus on this brilliant world we all share – and how we need to protect it. Not just for an hour a year, but every day.

WWF's Earth Hour started five years ago in Sydney, Australia. Over 2.2 million people turned off their lights to show they care about tackling climate change and protecting the natural world. Since then Earth Hour has become a global phenomenon. A record 1.8 billion people across 138 countries came together for Earth Hour in 2011.

Iconic landmarks have switched off and plunged into darkness across the globe – from Big Ben, and Edinburgh Castle to the Sydney Opera House and the Great Pyramids in Egypt.

Join the hundreds of millions switching off for a brighter future
Switch off your lights at 8.30pm on Saturday 31 March and get involved at wwfscotland.org.uk/earthhour

We'd like to work with you to help you make Earth Hour 2012 a huge success in your area. Please contact us to find out more.

138
COUNTRIES
CAME
TOGETHER
FOR EARTH
HOUR IN
2011

© WILD WONDERS OF EUROPE / OLE JOERGEN LIODDEN / WWF



WHAT CAN YOU DO FOR EARTH HOUR 2012?

In Scotland, 2011 was our biggest and best Earth Hour yet. Scotland became the first country in the world to secure the support of 100% of its cities and local authorities for Earth Hour. Many major iconic buildings switched off, including Edinburgh Castle, the Falkirk Wheel, Kelvingrove Museum and the Scottish Parliament, as did hundreds of local landmarks across the country.

Earth Hour was supported by the Scottish Government, all five main political parties, almost 500 schools and 300 businesses, public bodies and other organisations.

As an iconic building or landmark, you can play a vital role in showcasing Earth Hour, reducing carbon emissions and engaging with your community.

Switch Off: register your involvement online at <http://earthhour.wwf.org.uk/signup> and turn off non-essential lights in and on your building/landmark for one hour on 31 March 2012 at 8.30pm.

Take Part: WWF's Earth Hour isn't simply an hour in the dark; it's a chance to celebrate our brilliant world. As well as switching off, you could hold an event during the hour of darkness, for example:

- Host a candlelit Earth Hour dinner, concert or cocktail party
- Organise a stargazing event or torchlight walk
- Run a historic or ghost tour of your building

Whatever you decide to do make sure you let us know by adding your event to our interactive map.

Engage: encourage your employees and visitors to get involved by:

- Email your staff and/or customers to encourage them to switch off their own lights and register online at <http://earthhour.wwf.org.uk/signup>
- Make use of your website, newsletters, Twitter and Facebook to demonstrate your support for action on climate change and encourage people to sign up
- Promote your involvement by displaying Earth Hour posters, postcards or banners and issuing a press release to your local media



WWF's Earth Hour isn't simply an hour in the dark; it's a chance to celebrate our brilliant world

IDEAS FOR EARTH HOUR 2012

“WWF’s Earth Hour has a unique ability to unite and empower people around the world. It gives everyone the chance to have some fun, to organise their own events, and at the same time be part of an incredibly powerful global message to world leaders of the concern we all share about climate change. We look forward to building on this year’s success in 2012.”

WWF Scotland’s Director, Dr Richard Dixon

Ideas and inspiration from WWF’s Earth Hour 2011:

© BALDERNOCK COMMUNITY



East Dunbartonshire

The community of Baldernock put on a ‘Powered Down Knees Up’ at their village hall. Two violinists from the BBC Scottish Symphony Orchestra played while villagers enjoyed homemade cakes and home made wine and beer!

© MAVERICK AGENCY



Fife

Students at St Andrews University celebrated Earth Hour in style by holding a torch-lit procession through the town.

Over at the Fairmont Hotel in St Andrews, guests could choose from a glow-in-the-dark putting competition, a pedal-bike challenge, a special green menu in the Squire Restaurant or Earth Wind and Fire cocktails in the bar.

© WWF SCOTLAND



Falkirk Council and Falkirk BID

Falkirk Council supported its local Business Improvement District, BID, to run an event in Falkirk town centre on the night of Earth Hour. The event saw buildings and landmarks across the town switch off as well as a light display and reading of an original piece by author Alan Bissett. The Council switched off the street lighting for the event along with seven of its largest buildings and also did awareness raising of Earth Hour and climate change with staff and school pupils.

© MAVERICK AGENCY



Edinburgh

The Eco-Committee from Gracemount High School had a great time at our official countdown event at Edinburgh Castle! It was a night to remember, with musicians, fire jugglers, a piper and lots of cheer for the big Switch Off led by Heather ‘The Weather’ Reid.

The Sheraton Hotel put on a spectacular fire artist show followed by an Earth Hour cocktail in Festival Square for all its guests and their friends and family. Over at the Caledonian Hilton, a candlelit dinner was served in the Pompadour Restaurant followed by green themed cocktails in the bar!

SUPPORT AND RESOURCES

For up to date information and access to resources, visit wwfscotland.org.uk/earthhour

On these pages you will find:

- The WWF Scotland Earth Hour video
- Online sign-up pages to use and promote
- Promotional posters and materials to download and print
- Web banners and graphics for your own website and materials
- Links to various event ideas and materials to support them
- A link to our online interactive map where you can add details of what you're doing for Earth Hour
- Updates of who is participating and what is happening on Earth Hour 2012 around Scotland

* Note that some of these resources may not be available until 2012

There will also be WWF Earth Hour communities on all of the main social sites on the web: Flickr, YouTube, Facebook, Twitter.

We'd like to work with you to help you make Earth Hour 2012 a huge success in your area. Please contact us to find out more.

Contact:

WWF Scotland
Little Dunkeld
Dunkeld, Perthshire PH8 0AD
earthhour@wwfscotland.org.uk
Tel 01350 728200

© MAVERICK AGENCY



© WWF SCOTLAND/MARTA FRANCO



© MAVERICK AGENCY





Earth Hour in numbers

100%

support from Scottish Local Authorities for Earth Hour in 2011

72

iconic buildings switched off in Scotland



OVER 500

schools in Scotland participated last year

1.8 billion

people came together for Earth Hour in 2011



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

wwfscotland.org.uk