

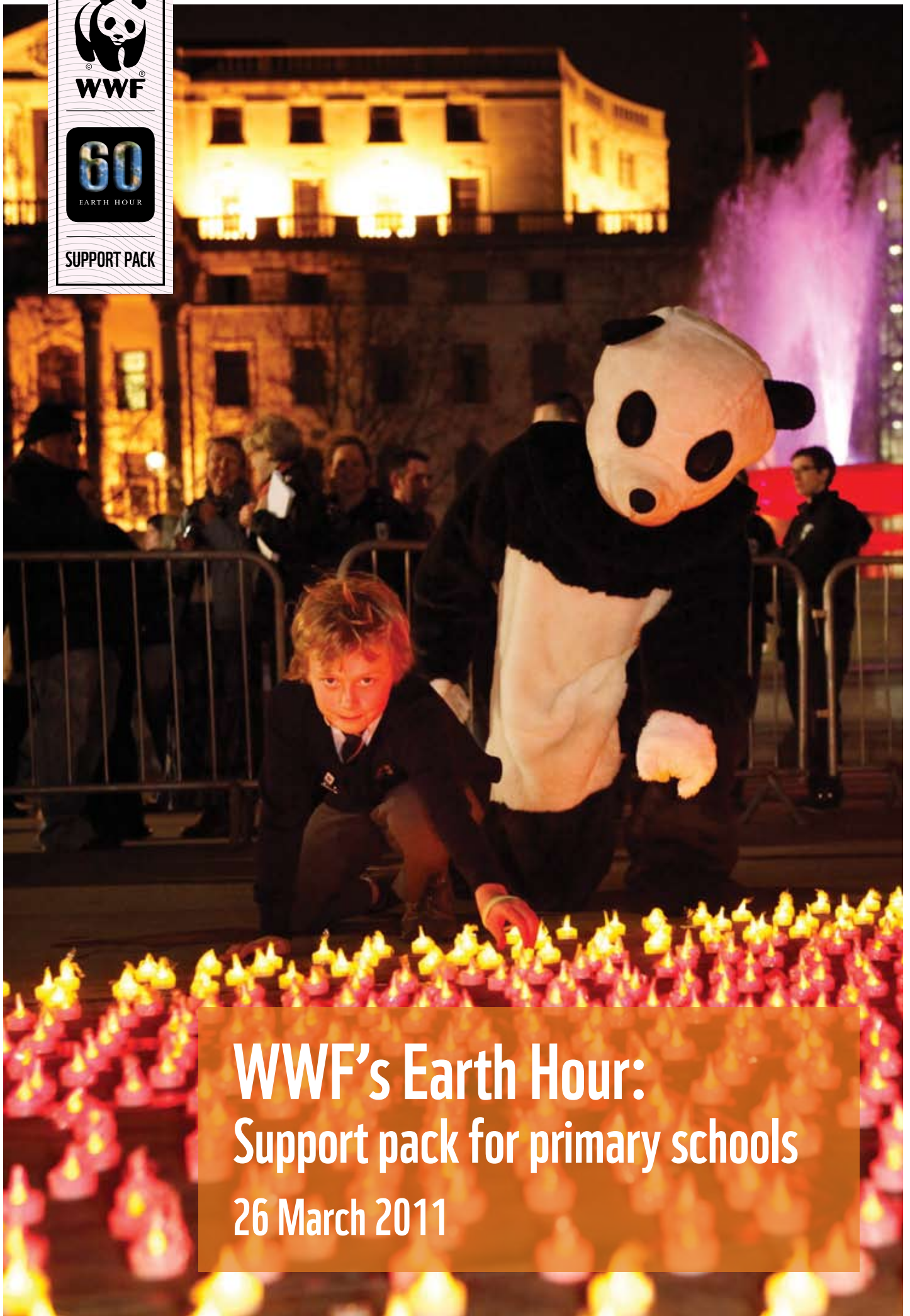


WWF

60

EARTH HOUR

SUPPORT PACK



**WWF's Earth Hour:  
Support pack for primary schools  
26 March 2011**

# A WORLD WITH A BRIGHT FUTURE 🐼

Our beautiful planet provides us with everything we need to live – the water we drink, the food we eat, the materials for our homes, and much more. The ‘great outdoors’ is also the place where we relax and have fun. And it’s not just ours – we share it with other people, as well as the millions of other animals and plants that make our planet a rich and diverse place to be.

Our world is now under greater pressure than ever before. In fact, if everyone consumed as much as we do in the UK, we’d need between two and three planets like Earth to support us.

We need to live within the resource limits of our one world. And we need to care for it so that wildlife and people alike can thrive now and in the future.



# WWF'S EARTH HOUR NEEDS YOU!

Welcome to the support pack for primary schools for WWF's Earth Hour 2011. It gives you everything that your school needs to understand Earth Hour – and to help us tackle climate change.

WWF's Earth Hour asks people to switch off their lights for 60 minutes on 26 March 2011 to show that everyone needs to help tackle climate change and protect the natural world. It gives your pupils a chance to show they care about climate change, and provides a great opportunity to explore the biggest issue facing their generation.

Last year, hundreds of millions of people from 128 countries, including 1,700 UK schools, took part, making it the biggest Earth Hour yet. This year, and with your support, we hope to involve more people than ever!

## How to use this pack

The Earth Hour support pack for primary schools contains ideas and resources to excite your pupils about WWF's Earth Hour 2011, and to help them learn about climate change and protecting the natural world.

We've provided a range of bite-sized Lesson Activities (pages 7-8) and fun Earth Hour Activities (page 9) which you can use flexibly in the run-up to 26 March 2011. You could use a range of activities to run a whole 'green week' or a 'green day'. Or you could choose one or two to complement your existing lesson plans.

## Curriculum links

Activities in this pack support a range of curriculum areas and themes for pupils aged between 7 and 11:

- Citizenship
- Personal, social and health education
- English
- Mathematics
- Expressive arts
- Geography
- Science
- Sustainable development

## 'WEAR IT BRIGHT!'

Why not hold a "Wear it bright!" day at your school where the children can wear their brightest, boldest-coloured clothes to school to show their support for WWF's Earth Hour.



# WWF'S EARTH HOUR RESOURCES

We have a range of resources which will help you to make WWF's Earth Hour as successful and engaging as possible.

## Pupil activity sheets

Some lesson activities (pages 7-8) are supported by pupil activity sheets, which can be found at the back of this support pack. Where an activity requires these, simply hand out photocopies to each pupil.

## Challenge sheets

Ask pupils to keep a diary of any changes they make to help tackle climate change on the challenge sheet at the back of this pack. There's also a space for a collective pledge, which pupils could make with their family, a group of friends or the rest of the class. Return your challenge sheets to us at [oneplanetschools@wwf.org.uk](mailto:oneplanetschools@wwf.org.uk) and we'll send you some certificates to recognise your commitment.

## Tackling climate change information pack

We've created a free information pack for teachers with useful facts about climate change and what we can do to tackle it. You can use this to support the delivery of lessons on climate change in the build-up to WWF's Earth Hour, or as a great research source for pupils investigating the topic. For your free copy, go to:

[www.wwf.org.uk/climateinfopack](http://www.wwf.org.uk/climateinfopack)

## Video

We've produced a video to support this year's Earth Hour.

[www.youtube.com/watch?v=4Mxjbip6yo4](http://www.youtube.com/watch?v=4Mxjbip6yo4). We have a limited number of copies of the film on DVD. Email [oneplanetschools@wwf.org.uk](mailto:oneplanetschools@wwf.org.uk) to request a copy.

## Earth Hour photo library

WWF's Earth Hour sends out a strong visual message about acting on climate change. The photos on our Earth Hour Flickr site help to capture the moment people and iconic global landmarks switched off their lights. Use them to help inspire your pupils and show just what we can achieve together: [www.flickr.com/groups/earthhour](http://www.flickr.com/groups/earthhour)



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# HOW YOU CAN GET INVOLVED

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Your pupils can get involved in WWF's Earth Hour 2011 in lots of ways. This year's theme is 'A world with a bright future'. Here's an example of how your whole school could build up to the event, using success stories from last year as inspiration.

## MONDAY 21 MARCH

- Our class delivered the launch assembly to the whole school, announcing that we'll all be taking part in a week of activities to celebrate WWF's Earth Hour. It helped pupils to understand what it's all about, and get really involved in Earth Hour.
- We agreed to coordinate our Earth Hour efforts with our partner schools in Poland and India. This helped to make it more tangible to our pupils that global warming is a worldwide issue. Some classes exchanged letters with the partner schools explaining how global warming is affecting our countries.

## TUESDAY 22 MARCH

- Pupils took part in a competition to design a poster that explains Earth Hour and why we should all help to tackle climate change. The posters were displayed in the school hall so parents could see them.
- Pupils designed their own lanterns, using a special lantern template, and put messages on them to show support for WWF's Earth Hour.

**[www.earthhour.org/assets/pdf/kids/KidsLanternKit.pdf](http://www.earthhour.org/assets/pdf/kids/KidsLanternKit.pdf)**

## WEDNESDAY 23 MARCH

- Every pupil took a letter home to say that Earth Hour was coming up and explain how their families could take part. They seemed really keen to get others involved.

## THURSDAY 24 MARCH

- One of the school's parent helpers judged the poster contest at lunchtime. One winner was chosen from each year, and each received a dynamo torch as a prize.

## FRIDAY 25 MARCH

- The school held a non-uniform day where we asked pupils to wear something bright to make up for the lights being switched off. Everyone really went to town! Lots of the teachers joined in as well.
- We held our own Earth Hour from 2-3pm, as the official hour was over the weekend. We switched off all lights, computers and electronic whiteboards for the hour. Although it was a bit dark in the classrooms the pupils really enjoyed it. Most classes kept everything switched off until the end of the day.
- The school canteen served a special cold school lunch to celebrate Earth Hour.

## MONDAY 28 MARCH

- We asked for a show of hands from those who took part in the official Earth Hour on Saturday, and most hands went up. The head teacher reminded pupils that it was important to remember to switch off lights, computers and televisions whenever possible, not just during Earth Hour.
- To help the school to become more energy efficient, new 'switch-off charts' were placed in each classroom. The charts have spaces for the class monitor to tick once each light and computer has been turned off at the end of the day.

# GET EVERYONE INVOLVED

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This year we want to make Earth Hour bigger than ever – so we need your help! Here are some ideas to help spread the message about tackling climate change and show off your pupils' commitment to protecting the natural world.

## Press

Why not let the local press know what you're doing to celebrate WWF's Earth Hour? Invite them to take part in some of your activities. Or send them a report and some photos showing what the school did during the build-up to Earth Hour. Explain what changes you'll be making to help tackle climate change – this could be switching to recycled paper throughout the school, planting more trees in the schools grounds, or simply trying to be more energy efficient.

## Letter to parents

To make WWF's Earth Hour 2011 the biggest statement yet, we need even more households to take part on 26 March. We hope these activities will inspire your pupils to pass the message on to their families. You could also help by sending a letter or email to parents and carers about Earth Hour. There's a template letter at the back of this pack, or at [www.wwf.org.uk/earthhour/schools](http://www.wwf.org.uk/earthhour/schools) for you to use.

## Make your own Earth Hour film

It's really important to show the big decision-makers how younger generations feel about climate change. So why not make an Earth Hour video? It could include some footage of your school's activities, or show pupils pledging what they'll do to help tackle climate change. You could even pull out all the stops by filming a project that the whole school takes part in – a giant collage, for example.

If you do make a video, please share it by emailing it to us at:

**oneplanetschools@wwf.org.uk**. We might upload the video to our Earth Hour website.

## Take photographs

Make sure you take plenty of photos of your pupils celebrating Earth Hour! You could feature them on your school website, or send them to the local newspaper to raise awareness of how you're helping to tackle climate change and protect the natural world.

We'd also love to see your photos, so please email some to us at:

**oneplanetschools@wwf.org.uk**

# LESSON ACTIVITIES

Help your pupils to take action to tackle climate change in the run-up to WWF's Earth Hour on 26 March with some of these engaging lesson activities.

## **Learning outcomes**

Understanding climate change:

- how it's caused;
- its consequences;
- how to help tackle it; and
- being prepared to tell other people how to make a difference.

## **Alternative energies**

**Learning objective: understand what renewable energy is**

Explain to pupils that one way to help tackle climate change is by using renewable energy. Introduce some of the key sources of renewable energy such as wind, solar and tidal energy. Ask pupils to get creative and invent a new type of renewable energy. They could draw a picture to show how it would be captured.

## **Saving energy**

**Learning objective: understand ways energy is wasted and how to prevent this**

Ask pupils to look at the picture on pupil activity sheet 1 and circle instances of energy being wasted. For each instance circled, they should write down what the family could do to stop wasting this energy.

## **Spread the news**

**Learning objective: understand the causes of climate change and the changes everyone can make to tackle it**

Ask pupils to write a short newspaper article explaining the causes of climate change and the changes everyone can make to help combat it. They could also include information about WWF's Earth Hour. Ask pupils to consider the audience for their article – it could be their little brother or sister, their parents or their grandparents.

## **Help us!**

**Learning objective: understand how climate change can affect animals**

Distribute a copy of pupil activity sheet 2 to each pupil. Ask the pupils to draw a line to connect the pictures of animals to their habitats. They should then choose which comment in row C explains how that animal is being affected by climate change.

## **It all adds up**

**Learning objective: understand that if everyone makes simple changes, it can make a big difference**

Explain that carbon footprints are one way to measure the energy you use. Ask pupils to complete the sums on pupil activity sheet 3 to calculate the changes that can be made to an individual's carbon footprint. The final sum asks them to calculate how much could be saved if all families in the school took part.

# LESSON ACTIVITIES

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## Using energy

### **Learning objective: understand how climate change is caused**

Discuss how climate change is caused, focusing on the use of fuel to create energy. Show some pictures from the Earth Hour Flickr site ([www.flickr.com/groups/earthhour2010](http://www.flickr.com/groups/earthhour2010)) and ask pupils to consider what message Earth Hour is helping to send to world leaders.

## The effects of climate change

### **Learning objective: understand the global impact**

Ask pupils to draw a picture showing what the effects of climate change could be. Once complete, ask them to explain what they could do to help tackle climate change.

## How do forests help?

### **Learning objectives: understand that forests play an important role in tackling climate change, and how we can protect them**

Explain that trees absorb carbon dioxide when they convert sunlight into energy. Therefore, as the world's forests are destroyed the level of carbon dioxide increases as less is being removed from the atmosphere. As a class, suggest ways that we can help to protect the world's forests – for example using recycled paper, planting trees to replace those that are cut down, etc.

## Energy detective

### **Learning objective: understand the local changes that can be made**

Pupils look around the classroom to see how many appliances rely on electricity. Discuss if there is a way to save the energy used by these appliances.

## Energy pledge

### **Learning objective: understand the value of individual and collective action**

Ask pupils what changes they'll make to help tackle climate change. As a class, create a wallchart where everyone records their pledge, and decide on some collective pledges as well.

## Climate change word search

### **Learning objective: become familiar with the language of climate change**

Pupils complete the word search on pupil activity sheet 4. Once they've found all the words, discuss their relevance to climate change.

## SKY RAINFOREST RESCUE

Sky and WWF are working together to help protect one billion trees in the Amazon. Find out more about the free Sky Rainforest Rescue Schools Challenge, a partnership between Sky, WWF and Global Action Plan, which helps pupils explore the links between the future of the rainforest and the energy we use, the stuff we buy and the food we eat. [www.skyrainforestreduceschoolschallenge.org](http://www.skyrainforestreduceschoolschallenge.org)



# WWF'S EARTH HOUR ACTIVITIES

Here are some other fun ways that your school could support WWF's Earth Hour 2011, and display your hope for a bright future.

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## Challenge sheets

Photocopy the challenge sheet at the back of this pack and give all pupils a copy. Once they've filled them in, you could make a display of the sheets to show the difference the whole school has made. Or photocopy and return them to us at:

**oneplanetschools@wwf.org.uk**

We'll send you some certificates to thank your pupils for their hard work and commitment.

## Pimp my bike

Hold a 'pimp my bike' workshop at school. Pupils could bring in their bikes and decorate them with bright paper, ribbons and reflectors to celebrate WWF's Earth Hour. You could even run this as a fundraising activity and use the proceeds to help WWF and Sky protect the rainforests through Sky Rainforest Rescue by adopting a jaguar or sponsoring an acre of rainforest at: **www.sky.com/rainforestrescue**

## Swap shop

Ask pupils to bring in old toys, books and games to swap with friends. Pupils can go away with something new that they love, helping them to realise it's not just bottles and paper which can be recycled! Remember to make sure pupils have their parents' permission before donating anything.

## Face painting

Offer bright face painting to pupils for a donation of £1 to support WWF. You could then adopt a jaguar for your school. **www.sky.com/rainforestrescue**

## Sustainable transport day

Ask pupils to walk or cycle to school on one day during the build-up to Earth Hour. 'Walking buses' could make the journey to school more fun and safe for everyone.

## School garden

Start a school garden to show pupils that food doesn't have to be transported from miles away to get to their plate. Pupils could help to grow flowers and vegetables, learning valuable lessons about the natural world at the same time. Or build something to help your local wildlife, such as a bird feeder or a bug box.

## Mask making

Remind pupils that climate change and deforestation affects animals all over the world by asking them to make masks showing their favourite endangered animals – and to wear the mask for the day.

## DON'T FORGET TO 'WEAR IT BRIGHT!'

Why not hold a 'Wear it bright!' day at your school where the children can wear their brightest, boldest-coloured clothes to school to show their support for WWF's Earth Hour.

# ASSEMBLY FRAMEWORK

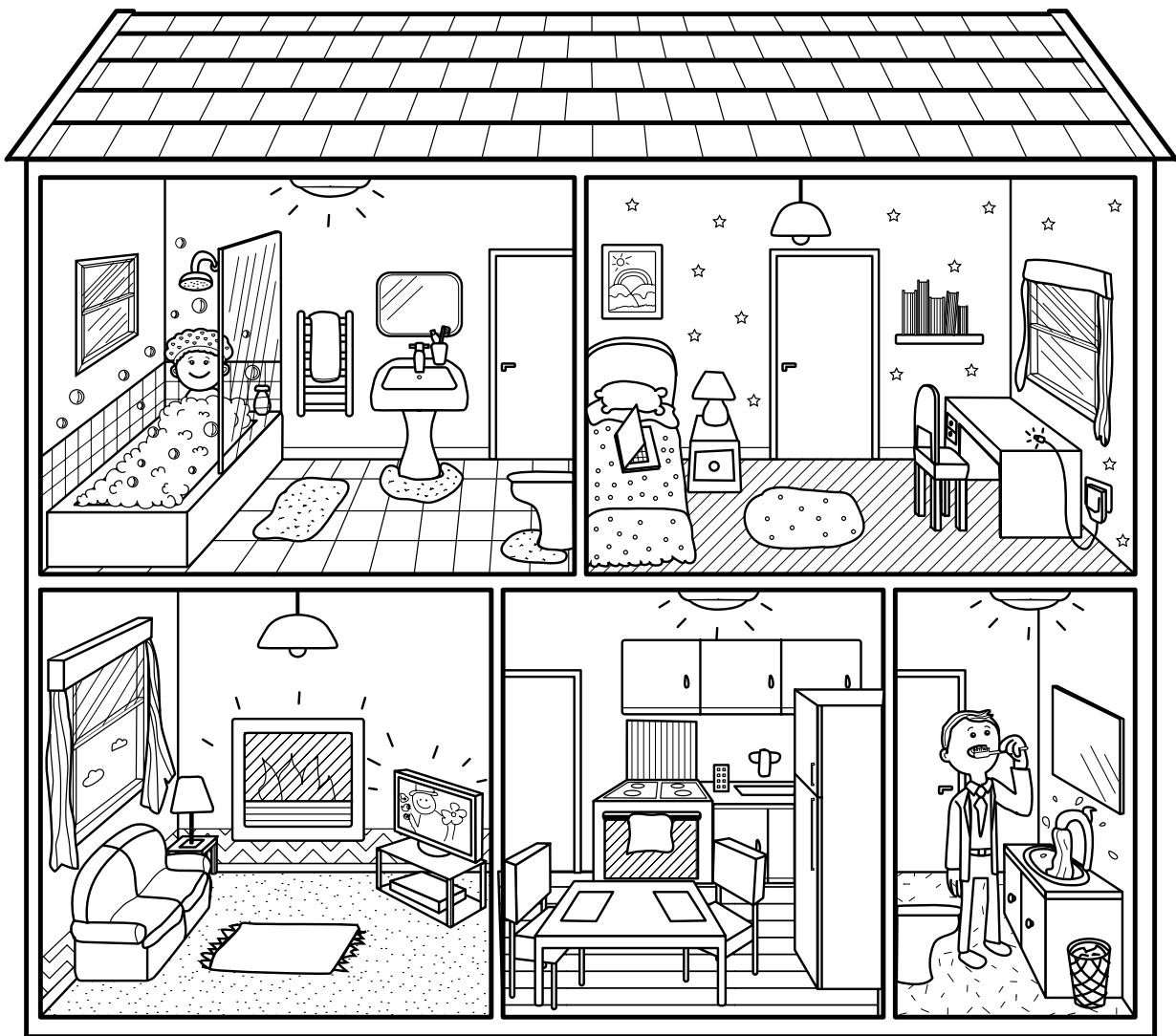
Episode	Resources	Time	Instructions	Learning objective
1. What is climate change?	Slides 2-4	3 minutes	<ul style="list-style-type: none"> <li>Use slides 2-3 to explain that releasing carbon dioxide into the atmosphere causes climate change. Explain that coal, oil and gas release carbon when burnt.</li> <li>Display slide 2 and ask pupils to raise their hands to suggest what coal, oil and gas are used for.</li> <li>Reveal the three key uses shown on slide 3, and show that the way people use these resources can create climate change.</li> </ul>	Understand some of the causes of climate change.
2. What are the effects?	Slides 5-6	2 minutes	<ul style="list-style-type: none"> <li>Use slides 5-6 to explain what some of the consequences of climate change could be.</li> </ul>	Understand the impact climate change has on animals and people.
3. What can we do to help?	Slides 7-8	1 minute	<ul style="list-style-type: none"> <li>Explain to students that we can all make simple changes to reduce our contribution to climate change.</li> <li>Run through the examples provided on slide 8.</li> </ul>	Understand what we can do to help reduce our contribution to climate change.
4. WWF's Earth Hour 2011	Slides 11-16	4 minutes	<ul style="list-style-type: none"> <li>Explain that, while it's important that we all make a contribution to reducing climate change, it is also necessary to let important decision-makers know how we feel about it.</li> <li>We can do this by participating in Earth Hour.</li> <li>Explain that, as well as people, many important buildings took part in Earth Hour 2010. Show the series of before and after photos on slides 11-16 and ask pupils to put their hands up if they can name the featured buildings.</li> <li>Explain that they can make the event bigger than ever by spreading the message to their family and friends.</li> </ul>	Understand the importance of collective action and how they can participate in Earth Hour.
5. Earth Hour video	Earth Hour 2011 video	3.01 minutes	<ul style="list-style-type: none"> <li>Show the Earth Hour video, which can be downloaded or streamed from YouTube at <a href="http://www.youtube.com/watch?v=4Mxjbip6yo4">www.youtube.com/watch?v=4Mxjbip6yo4</a> to help inspire your pupils.</li> </ul>	

# ACTIVITY SHEET 1

## Saving energy

To help tackle climate change, it's really important that we all stop wasting energy. This activity will help to remind you how to do that.

Look at the house below. Circle all the places where you think energy is being wasted. For each circle, write down how energy could be saved.



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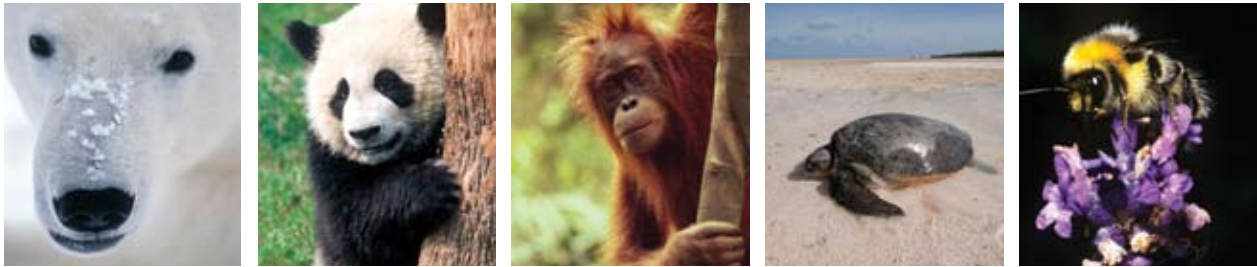
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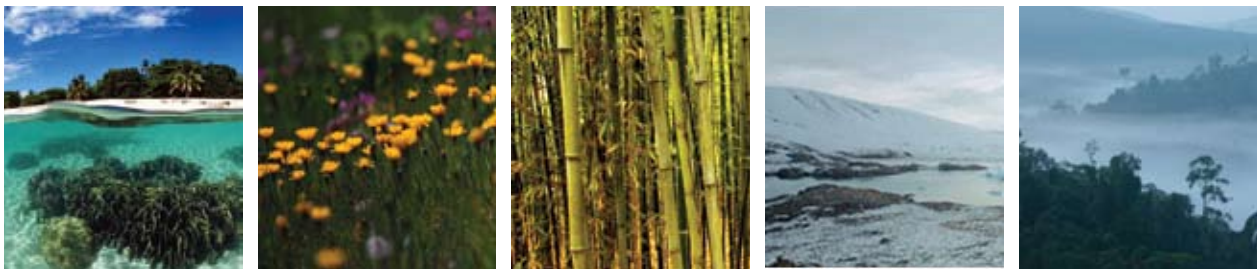
# ACTIVITY SHEET 2

## Save our homes

Draw a line to show which animal from row A lives in which habitat in row B. Once you have connected all the animals to the place they live, decide which statement in row C is true for each animal and draw a line to connect them.



A



B

Higher temperatures mean that the flowers are starting to open before we finish hibernation. By the time we wake up there is no pollen left to eat.

Climate change makes the beaches where I lay my eggs much warmer. This affects the eggs as they develop and makes it more likely that they will become females. This has serious consequences for us as it takes us a long time to reproduce.

Climate change is making more and more ice melt in the Arctic. This makes it harder for me to hunt seals, my favourite food.

C

Climate change is making the dry season longer. The trees don't produce as much fruit as they used to... so there isn't much for me to eat!

The forest where I live used to have lots of bamboo. Now it is getting much harder to find bamboo as it doesn't grow in the places it used to. Bamboo is all we eat, so we are starting to go hungry.





# ACTIVITY SHEET 3

## It all adds up

One way to measure the effect you have on the climate is by looking at your carbon footprint. It shows how much carbon is being released from the energy you use.

Look at the table below. Put the changes in order, showing which reduces your carbon footprint the most.

## CHANGES WE CAN MAKE CARBON SAVING (TONNES PER YEAR)

Switching off the lights when you leave a room _____	0.52
Cycling to school instead of your parents driving you _____	0.74
Eating food that's in season _____	0.31
Switching your computer off instead of leaving it on standby _____	0.47
Recycling your plastic, glass, paper and tin _____	0.36

If you made all these changes you could reduce your carbon footprint by 2.4 tonnes per year. So if lots of people make some simple changes, then the effect can be huge! Complete the questions below to see how big the difference can be.

How much would we reduce the country's carbon footprint overall if:

1. 5 of your friends reduce their carbon footprint by 2.4 tonnes? \_\_\_\_\_
2. 12 of your friends reduce their carbon footprint by 2.4 tonnes? \_\_\_\_\_
3. 20 of your friends reduce their carbon footprint by 2.4 tonnes? \_\_\_\_\_
4. All families in your school reduce their carbon footprint by 2.4 tonnes? \_\_\_\_\_



# ACTIVITY SHEET 4

## Climate change word search

Look at the grid below and see if you can find all these words, which relate to climate change.

energy

electricity

heat

endangered

climate change

atmosphere

earth hour

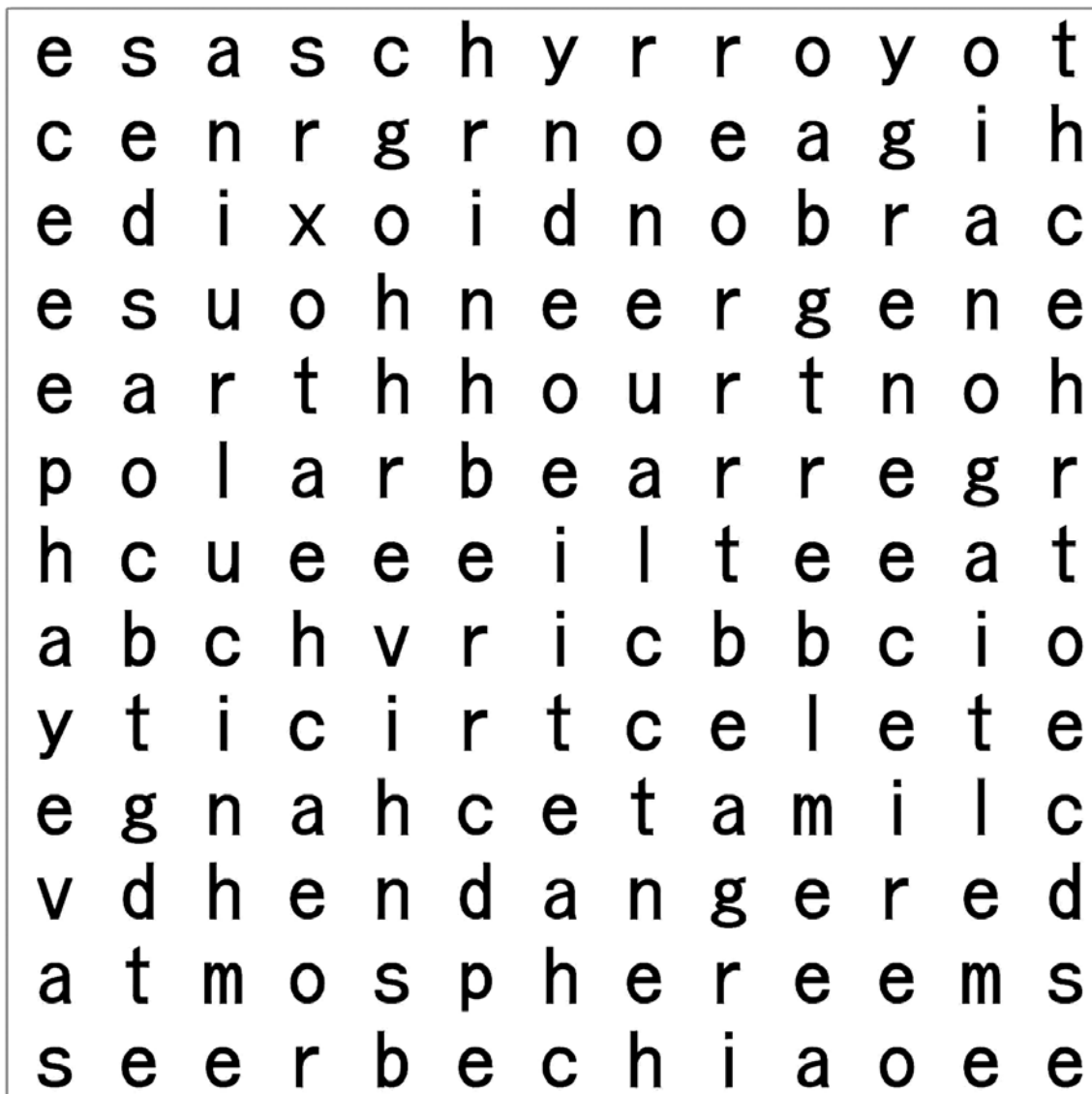
save

carbon dioxide

greenhouse

melt

polar bear



# EARTH HOUR CHALLENGE SHEET

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Made sure I switched off the lights when I left any rooms.	Turned the TV off instead of leaving it on standby.					
Put my bottle in the recycling bin.	Took a shower instead of a bath to save water.					
Turned off the tap while I was brushing my teeth.						

Climate change is one of the biggest issues the world faces. But we can all do something about it by making some simple changes to our lives.

Use the table above to keep a diary of all the changes you make in a week and help to give the world a brighter future. We've made a few suggestions to get you started.

**Want to do more?**

By working together we can achieve even more. So why not join up with your family or friends and pledge to make a difference.

**We pledge to...**



Now return the completed form to your teacher.

# PARENT LETTER

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[INSERT SCHOOL NAME]

[INSERT ADDRESS]

[INSERT ADDRESS]

[INSERT ADDRESS]

[INSERT ADDRESS]

[INSERT ADDRESS]

[INSERT DATE]

Dear Parents,

Over the last week the school has been learning all about climate change and the risks it poses for the future. The staff and pupils have been taking part in activities to celebrate WWF's Earth Hour, which will take place on Saturday 26 March 2011.

Earth Hour is a global reminder to us all that we only have one planet Earth. People all across the world will be joining WWF on the 26 March to switch off their lights for one hour from 8.30pm, and show they care about tackling climate change and protecting the natural world.

Climate change is one of the biggest problems facing the world. It's already had a permanent impact on the world's wildlife and has destroyed the homes and livelihoods of people across the globe. If we want to avoid destroying natural habitats, making even more species extinct and turning millions of people into environmental refugees, we need to make serious changes.

We're holding our own Earth Hour on [INSERT DATE] where we'll turn out all the school lights for an hour. But you can help world leaders to see the light by taking part in the main event on Saturday 26 March at 8.30pm.

Show your support by signing up at [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour) – and join us for the world's largest display of hope for a bright future.

Signed

[INSERT SIGNATURE]

**WWF's Earth Hour 2011, Saturday 26 March, 8.30pm**





# MAKE IT MORE THAN ONE HOUR

WWF's Earth Hour is a great way to kick-start action to make your school more sustainable. Here are some ways that you can build upon Earth Hour

## **Become a WWF Green Ambassador School**

Does your school have an eco council or green team? Or are you thinking of setting one up? If so, why not register to become part of WWF's Green Ambassador Scheme which is being launched in May 2011. It is a new, free, nationwide programme offering resources and support for students who are part of green teams within schools. Visit [wwf.org.uk/greenambassadors](http://wwf.org.uk/greenambassadors) to register.

## **One Sun One World**

We are 50 years old in 2011, and we would like to invite your school to help us celebrate! As part of our celebrations, we have commissioned a new musical for schools – One Sun One World. We are hoping for 50 schools to put on 50 performances in our 50th year. Could your school be listed on our roll of honour?

One Sun One World is a celebration of our astonishing world, in all its rich diversity. It focuses on a number of issues that are more relevant now than ever before; such as the sustainability of our planet and its resources, the consequences of climate change upon the habitats of endangered species, and the responsibility that we all must take to ensure a bright future for our natural world. Find out more at:

[wwf.org.uk/onesunoneworld](http://wwf.org.uk/onesunoneworld)

## **Sky Rainforest Rescue Schools Challenge**

**Discover your link to the rainforest. Challenge your school to change**

Every minute of every day, an area the size of three football pitches disappears from the Amazon rainforest. But we can all do something about it. That's why Sky, WWF and Global Action Plan, have joined together to bring your school the Sky Rainforest Rescue Challenge.

When you sign up, your pupils will embark on a virtual journey down the Amazon whilst also developing an action plan to see real results in your school. They will explore the amazing ecosystem of the rainforest and understand its connections to their lives through:

- **the food we eat**
- **the stuff we buy**
- **the energy we use.**

Find out more at: [www.skyrainforestrescueschoolschallenge.org](http://www.skyrainforestrescueschoolschallenge.org)

## **School tree nursery project**

We are teaming up with the Earth Restoration Service to help 50 schools set up their own School Tree Nursery in our 50th anniversary year.

Trees are beautiful and special. They are also vital to the health of the planet and important for people's livelihoods and well being.

Find out more: [wwf.org.uk/plantatree](http://wwf.org.uk/plantatree)

### **My true nature**

WWF will shortly be launching a new creative competition for young people to celebrate our 50th anniversary and we would love your help in promoting it to your students. The winning entries will be exhibited at a high level event to celebrate our birthday to which the winners will also be invited! Information will be released soon. Email [oneplanetschools@wwf.org.uk](mailto:oneplanetschools@wwf.org.uk) for more information.

# MANY THANKS FOR TAKING PART!

## WWF's Earth Hour – 8.30pm, 26 March 2011

### 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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Published by WWF-UK, Panda House, Weyside Park, Godalming, Surrey GU7 1XR. WWF-UK, a charity registered in England and Wales number 1081247 and in Scotland number SC039593 and a company limited by guarantee, registered in England number 4016725. Panda symbol © 1986. WWF World Wide Fund for Nature (formerly World Wildlife Fund) ® Registered Trademark. VAT number 733 761821. Activities developed by Kids Connection.  
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