



for a living planet



EARTH HOUR

Community
Groups
Toolkit

It's as simple as the flick of a switch



8.30pm
27 March 2010

wwfscotland.org.uk/earthhour

WWF's Earth Hour



Connecting the world to tackle climate change

WWF's Earth Hour 2010 aims to unite the world's people to demonstrate their concern about climate change. It's time to show we care about the world – its natural environments, people and wildlife.

Lights out!

On Saturday 27 March 2010 at 8.30pm

WWF's Earth Hour 2010 aims to reach hundreds and thousands of people in more than 5,000 cities across the world to encourage them to add their voice to the ever growing global call for action on climate change.

We want a billion people across the world to turn off their lights for an hour – WWF's Earth Hour.

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 some impacts and we must take urgent global action if we are to avoid much more dangerous consequences of climate change.

WWF's Earth Hour needs YOU!

Last year, at the international climate change talks in Copenhagen, world leaders missed a massive opportunity to agree a global climate deal. WWF's Earth Hour is an opportunity to tell world leaders that there's still a job to be done. Just imagine how powerful our voice will be if we all act together. Our campaign needs your commitment.

“The Scout Association is always keen to promote environmental awareness among our members and to the wider community. By taking part in and spreading the word about WWF's Earth Hour, Scouts will be making a real difference to climate change and once again making a positive contribution not only to their local communities, but worldwide”.

Jim Duffy, Chief Executive of **The Scottish Council The Scout Association**

What can community groups and organisations do for **Earth Hour 2010**?

There is a whole variety of ways you can get your group involved in WWF's Earth Hour 2010

- Sign up your council to Earth Hour - just visit www.wwfscotland.org.uk/earthhour and follow the link to sign up. You can also promote this link to staff and the public.
- Promote Earth Hour in your newsletter, member updates or on your website. Please get in touch to let us know when these go out and we'll send you text and pictures.
- Organise an Earth Hour event. This could be in advance of the day to promote Earth Hour or an event to mark the actual hour itself. Consider using Earth Hour to fundraise for the work of WWF.
- Turn off the lights in your premises and homes for one hour on 27 March 2010 at 8.30pm. Encourage your local authority, businesses and other landmarks in your area to do so too.
- Spread the word. Tell your friends, family and colleagues about Earth Hour and what you're doing to take part. Encourage them to take part themselves.
- From an Earth Hour stall to a candlelit party, there are lots of ways you can mark the occasion - visit www.wwfscotland.org.uk/earthhour for more ideas
- Share information about what you're doing by telling your members, the local press, other local groups or your national organisation.
- Make a written pledge – as a group, family – or as an individual. Your pledge might include promises about how you're going to mark WWF Earth Hour and/or promises about the ways in which you're going to join the battle against climate change by changing the way you live.

For more information contact:
WWF Scotland Earth Hour team
campaigns@wwfscotland.org.uk
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WWF Scotland,
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WWF's Earth Hour

WWF's Earth Hour 2009 – a global success...

Earth Hour 2009 reached hundreds of millions of people across the world. Communities, businesses and individuals switched off their lights for one hour and sent a powerful message that people care about climate change and want global action.

- 4,088 cities signed up worldwide in 88 countries
- 70 national capitals participated
- 9 of the 10 most populated cities in the world joined in activities across 25 time zones
- Over 18,000 businesses across the globe signed up

...and a Scottish one too

- 20 local authorities participated including the six cities
- 20 iconic buildings and structures switched off, including the Clyde Arc, Edinburgh Castle, Falkirk Wheel, Forth Rail Bridge and Scottish Parliament
- 72 businesses signed up to show their support
- 254 schools took part (reaching 90,000 children), and 7 universities
- 60 other organisations signed up
- And over 10,000 individuals signed up online

In 2010 make sure you and your community group or organisation is part of it!

Visit the www.wwfscotland.org.uk/earthhour web pages for up to date information and access to resources.

- The WWF-UK Earth Hour 2010 video: www.youtube.com/watch?v=PDhLvTb9Pak
- The WWF international Earth Hour 2010 video: www.youtube.com/watch?v=FclMfzjwug
- Online sign-up pages to use and promote
- A template press release for use in your media work
- Promotional posters and materials to download and print and activities to use at your Earth Hour event
- Web banners and graphics for your own website and materials
- Toolkits for schools, local authorities, businesses and individuals
- Updates of what who has signed up and what is happening on Earth Hour 2010 around Scotland

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

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