



for a living planet



EARTH HOUR

Iconic Buildings & Landmarks Toolkit

It's as simple as the flick of a switch



8.30pm
27 March 2010

wwfscotland.org.uk/earthhour

Introducing 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 Forth Bridge is an engineering achievement which Scots are rightly proud of and we floodlight the structure to celebrate that fact. However, climate change is an issue which affects us all and we are pleased to be able to lend our support Earth Hour 2009.”

Ron McAulay, **Network Rail Director, Scotland**



What can iconic buildings do for Earth Hour 2010?

In 2009 many of Scotland's most iconic buildings took part in Earth Hour including the Clyde Arc, Discovery in Dundee, Edinburgh Castle, Eilean Donan Castle, Falkirk Wheel, Inverness Castle, Forth Rail Bridge and Scottish Parliament. In 2010 you could be part of it too, with a number of ways for you to get involved.

Sign up your building or landmark to Earth Hour by contacting WWF Scotland at the details below. We can provide further information and any help or advice you need.

- Turn off the lights in and on your building for one hour on Saturday 27 March 2010 at 8.30pm. (This obviously does not need to include any safety lights you may have).
- Promote Earth Hour in your newsletter, magazine or on your website. Please get in touch to let us know when these go out and we'll send you text and pictures.
- Engage your visitors and employees. We want as many people as possible to sign up and switch their own lights off. Its simple to sign up online - just follow the link from www.wwfscotland.org.uk/earthhour - and we can also provide sign up postcards. We can also send you copy and images for any communications you make with visitors or employees etc.
- Promote Earth Hour and your involvement to your local media. We're happy to provide you with a template press release for you to use.
- Organise an Earth Hour event in your building where appropriate. Just let us know if you would like some ideas.

For more information contact:

Kirstie Shirra
Earth Hour Co-ordinator for WWF Scotland
kshirra@yahoo.co.uk
Tel: 01972 500773

or the WWF Scotland Earth Hour team
campaigns@wwfscotland.org.uk
Tel: 01350 728200
WWF Scotland
Little Dunkeld, Dunkeld
Perthshire PH8 0AD



Earth Hour 2009

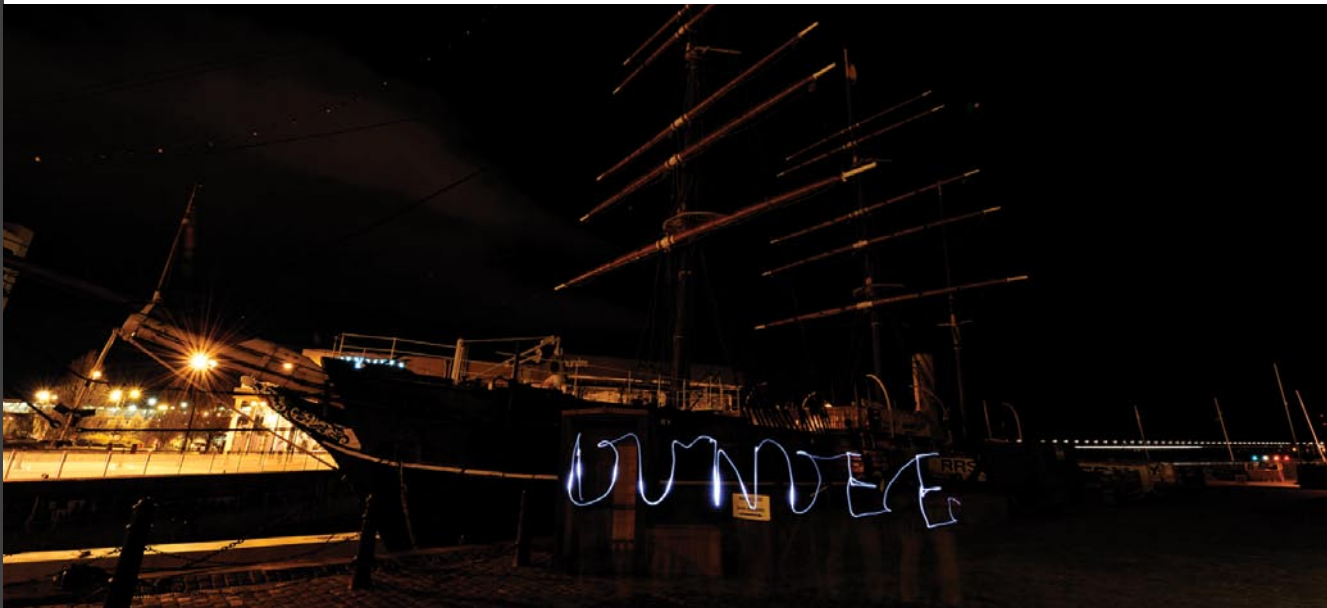
WWF's Earth Hour 2009 – a global success...

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



Earth Hour 2010

In 2010 make sure you are 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=FclcMfzjwug
- 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
- Web banners and graphics for your own website and materials
- Toolkits for schools, community groups, 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.

For more information contact:

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