



for a living planet

EARTH HOUR

Toolkit for Scottish Local Authorities

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.

We'd like to work with you as much as possible, so if you are planning to sign up or just considering it please do get in touch to see what we can do to help Earth Hour 2010 a huge success in your area.

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Local Authorities: Why you should get involved

Local authorities have a vital leadership role to play in reducing carbon emissions and engaging with local communities. Turning off the lights for an hour won't solve climate change, but it will highlight your authority's commitment to take a lead and to be part of an international movement that demonstrates to national leaders that the world wants them to take action.

Having signed up to the Scottish Climate Change Declaration and being responsible for reducing emissions under the new Scottish Climate Change Act, local authorities need to find ways to take action on climate change.

- WWF's Earth Hour is an ideal opportunity to show how your climate change targets matter at the local level, and how they feed into national and international efforts to reduce carbon emissions.
- WWF's Earth Hour can be the highlight of your own campaign to raise awareness to local people about what you are doing to reduce emissions.
- WWF's Earth Hour builds on valuable work done as part of WWF Scotland and the Sustainable Scotland Network's Local Footprint Project.
- WWF's Earth Hour is an opportunity to work with partners to show how you are leading on cutting emissions and highlighting what other organisations and businesses can do.
- And councillors, take note – WWF's Earth Hour is a highly visual event. The higher the number of buildings that switch off their lights, the bigger the impact. The before-and-after makes for great video and images for local media and provides a way in to explain to a wide audience why your authority is being a leader on tackling climate change, and how that can set an example for national and international governments to follow.

Raise awareness with local communities

Earth Hour is a global phenomenon. It has attracted the support of major companies, celebrities and millions of individuals. In short, people get it.

Such high-profile support is also an ideal platform from which to engage local communities. As WWF's Earth Hour gets closer, we'll be highlighting what councils are doing to involve local people.

“One of the things that was great for us last year was that we had so many great resources from WWF that we could use, it allowed us to hit some of our commitments under Scotland's Climate Change in a recognisable, significant way, with minimum input from us in terms of development time. I was able to feel confident that the campaign was professional and well researched, and that the concept of earth hour was tried and tested in previous years.”

Lorna Jarvie, Sustainable Development Officer, **South Lanarkshire Council**



What can local authorities do for Earth Hour 2010?

There is a whole variety of ways you can get your local authority 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.
- Turn off the lights in your town hall, civic centre and other landmarks in your control for one hour on 27 March 2010 at 8.30pm.
- Organise your own Earth Hour event such as a public countdown to the big switch off. Let us know your plans so we can publicise them on our website.
- Talk to local businesses and organisations to get the lights switched off on iconic or important buildings or structures in your local area. They might also be willing to promote the event to their staff and some, such as pubs, restaurants or hotels, might be interested in organising their own event.
- Encourage local residents, schools and community groups to get involved – you may be able to build on existing links and make WWF's Earth Hour part of your ongoing work on climate change.
- Promote your involvement in the event to partners and other organisations with whom you have links, suppliers and other networks, and encourage them to take part.
- Use WWF's Earth Hour as a chance to raise awareness across council departments of your action on reducing emissions. This could support any work you are doing with staff within the workplace as part of a wider, longer-term strategy to reduce carbon emissions from the authority's own building and estate.
- Work with your Community Planning Partnership to endorse Earth Hour and get each partner to sign up.
- Promote WWF's Earth Hour to council staff, encouraging them to sign up as individuals at and take part in the event on a personal basis.
- Get in touch with local media to tell them about your involvement in WWF's Earth Hour. Many local radio stations may already be supporting the event and WWF can provide support. You can use this opportunity to showcase some of the other work the council is doing in relation to climate change. Local press might also be interested in a photoshoot involving senior council staff or dignitaries.
- Provide valuable funding to WWF Scotland to extend the reach and success of Earth Hour 2010



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

Climate Change Minister Stewart Stevenson said:

“WWF's Earth Hour demonstrated the commitment across Scotland, from civil society, business, politicians and the public, to take action to halt climate change – the most serious threat we face.”

Local authorities switched off lights at council HQs, town halls, on monuments, libraries, museums, churches and even castles. They promoted Earth Hour to council staff and members of the public across the country by way of intranets, newsletters and websites. They worked with schools, businesses, organisation and iconic landmarks within their areas to get the climate change message out farther and wider. And they adopted new environmental practice and policies and promoted them to local media, demonstrating their long-term commitment to tackling climate change.

“The involvement of local authorities has been crucial to the success of Earth Hour around the planet. Without your help in Scotland the event would have been so much less impressive. Thanks again for signing up and for the enthusiasm and energy that many of your staff and senior political figures put into make Earth Hour 2009 a huge success. I look forward to working with you all again for Earth Hour 2010!”

WWF Scotland's Director, Richard Dixon

“I thought this was a great campaign, well organised and well received by the highland people. We got a lot of high profile media coverage last year and so would be delighted to participate again.”

Ailsa Villegas, Sustainable Development Officer, **Highland Council**

Scottish Local Authorities that signed up to WWF's Earth Hour 2009

Aberdeen City Council	Falkirk Council
Aberdeenshire Council	Glasgow City Council
City of Edinburgh Council	Highland Council
Clackmannanshire Council	Inverclyde Council
Comhairle nan Eilean Siar	Orkney Islands Council
Dundee City Council	Perth and Kinross Council
East Ayrshire Council	Renfrewshire Council
East Dunbartonshire Council	South Lanarkshire Council
East Lothian Council	Stirling Council
East Renfrewshire Council	West Dunbartonshire Council



Support & resources

Visit the www.wwfscotland.org.uk/earthhour web pages for up to date information and access to resources. The following resources are available:

- 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
- 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.

We'd like to work with you as much as possible, so if you are planning to sign up or just considering it please do get in touch to see what we can do to help Earth Hour 2010 a huge success in your area.

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