



for a living planet

EARTH HOUR

Local Business Toolkit

It's as simple as the flick of a switch



8.30pm
27 March 2010

wwfscotland.org.uk/earthhour

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 off

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 for 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 are looking to responsible businesses to lend their voices and contribute to this global participation event. **Sign-up now** to show that you care about people, wildlife and the planet, and that you want world leaders to take action on climate change.

Add your company's support by signing up on our website – follow the link from www.wwfscotland.org.uk/earthhour

For more information contact your local Earth Hour mobiliser:



What can your business do for Earth Hour 2010?

There is a whole variety of ways your business can get involved in Earth Hour 2010.

- **Switching your lights off** is the most visible way you can support WWF's Earth Hour and show you care about climate change. WWF wants to generate a very visible demonstration of support, interest and publicity for this global event, and we can do this with your help.
 - * Switch off the lights in and/or on your buildings, signage and electronic billboards to show your support for Earth Hour.
 - * Communicate how, what and where your business will switch off: you can tell local media, put up posters/banners and put something on your website.
 - * Make sure you keep us up to date too; we can let others know what's going on via our website.
- **Spread the word** The more individuals that sign up to WWF's Earth Hour, the more successful the event will be. You can help by letting people know about it.
 - * Encourage your staff to sign up to WWF's Earth Hour as individuals: you could put a notice up in the staff room or send them an e-mail.
 - * Encourage your customers to sign up & switch off for WWF's Earth Hour by telling them what you are doing on your website, putting out signup postcards and asking them to get involved.
- **Host an Earth Hour event** as a fun way to involve your staff and customers and promote your commitment to tackling climate change.
 - * You could also use an event to fundraise for WWF Scotland's vital work to tackle climate change.
 - * If your business is open during Earth Hour, host a candlelit event to mark the hour itself.
- **Host a Wear it Bright Day.** Ask everyone to wear their brightest, boldest coloured clothes and ask everyone to make a donation for the right to be bright!
- **Host an Earth Hour Quiz.** Get in touch and we'll send you a pack.



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 global message that we care about climate change and want world leaders to take 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:

- All six cities and 14 other local authorities participated
- 20 iconic buildings and structures switched off, including the Clyde Arc (squinty bridge in Glasgow), Edinburgh Castle, the Falkirk Wheel, the Forth Rail Bridge, the Scottish Parliament and the Wallace Monument
- 26 broadcast, 132 print and 5 online media stories
- 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.

A film detailing Earth Hour 2010 in the UK can be found here:
www.youtube.com/watch?v=PDhLvTb9Pak

There is also a film from WWF international here:
www.youtube.com/watch?v=FclMfzjwug

We have many more fundraising ideas and materials to make Earth Hour 2010 a success for your business, for example:

- 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

Check out our website at www.wwfscotland.org.uk/earthhour or contact your local Earth Hour mobiliser for any of these materials or further help.

We'd also be interested in any photos you have of your activities – we can use them to inspire others to follow your example!

Your local Earth Hour Mobiliser:

You can also contact the WWF Scotland office direct:

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



How WWF works with business to address climate change

WWF engages with many business sectors in a variety of ways to drive climate-safe business models and to accelerate moves towards a low-carbon economy.

Our partnerships with many businesses, including HSBC, M&S, RSA and Sky seek to play a part in tackling climate change. We also have various initiatives with different business sectors looking at opportunities such as low-carbon finance, carbon savings through better food consumption and production, improved energy services models within the power sector and the provision of more sustainable mobility.

As well as partnering with companies to improve the sustainability of their business and to lead the sector they operate in, WWF also works with companies on philanthropic, cause-related marketing, and employee engagement and fundraising activities. We have also recently set up a Corporate Membership Club to engage with the many thousands of small and medium sized enterprises operating in the UK.

For more information contact:

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