



WWF

TOOLKIT

2012



Conservation

Climate Change

Sustainability

WWF's Earth Hour 2012

8.30pm Saturday 31 March 2012

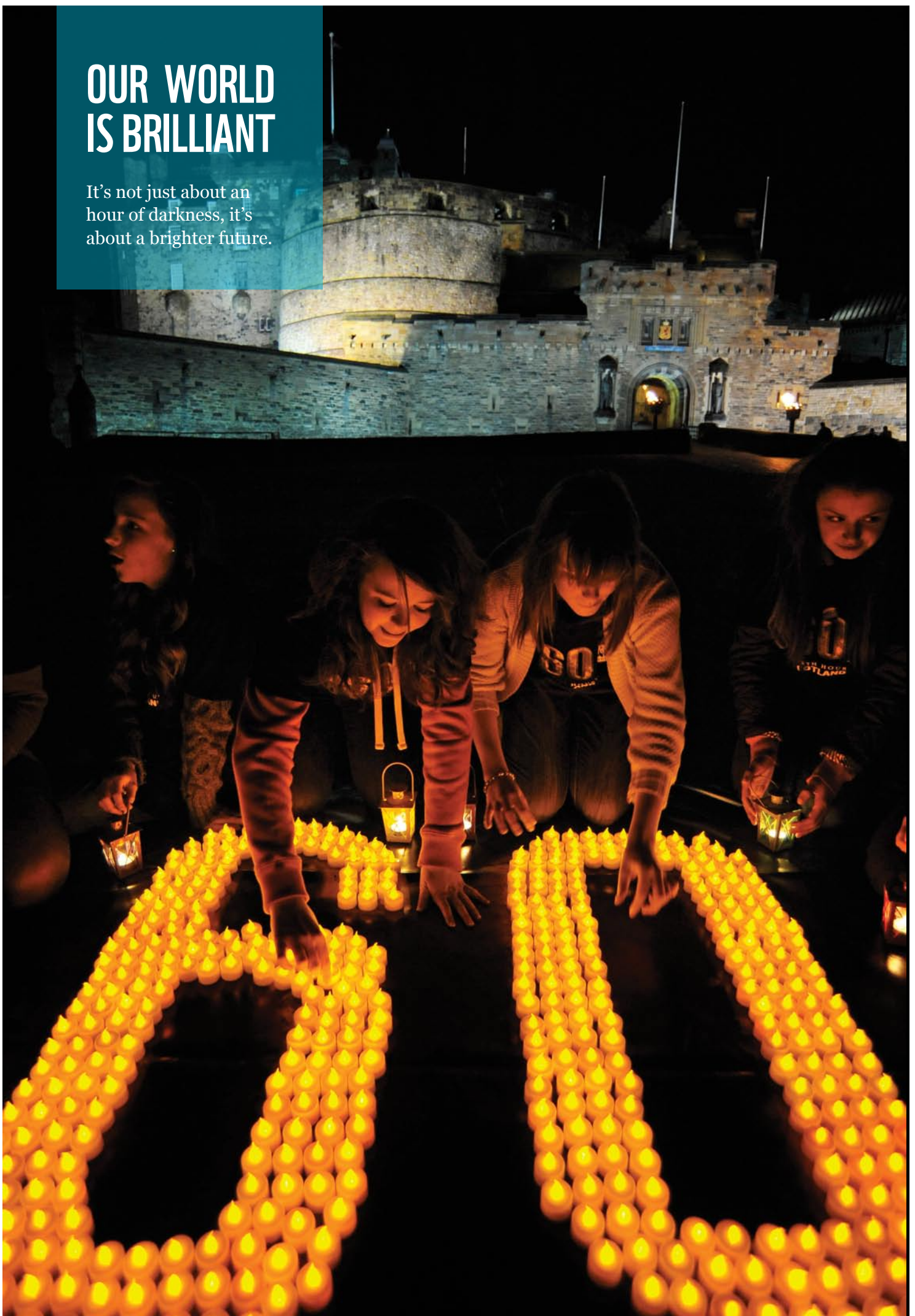
A guide for Scottish local authorities



WWF'S
GLOBAL
EVENT

OUR WORLD IS BRILLIANT

It's not just about an hour of darkness, it's about a brighter future.



LIGHTS OUT! ON SATURDAY 31 MARCH AT 8.30PM FOR ONE HOUR

WWF's Earth Hour is a simple idea that's quickly turned into a global phenomenon. Hundreds of millions of people turning off their lights for one hour, on the same night, all across the planet.

But it's not to save an hour's electricity. It's something much bigger. WWF's Earth Hour is about people coming together to put the focus on this brilliant world we all share – and how we need to protect it. Not just for an hour a year, but every day.

WWF's Earth Hour started five years ago in Sydney, Australia. Over 2.2 million people turned off their lights to show they care about tackling climate change and protecting the natural world. Since then Earth Hour has become a global phenomenon. A record 1.8 billion people across 138 countries came together for Earth Hour in 2011.

Iconic landmarks have switched off and plunged into darkness across the globe – from Big Ben, and Edinburgh Castle to the Sydney Opera House and the Great Pyramids in Egypt.

Join the hundreds of millions switching off for a brighter future
Switch off your lights at 8.30pm on Saturday 31 March and get involved at wwfscotland.org.uk/earthhour

We'd like to work with your local authority to help you make Earth Hour 2012 a huge success in your area. Please contact us to find out more.

138
countries
came together
for Earth Hour
in 2011

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LOCAL AUTHORITIES: WE COULDN'T DO IT WITHOUT YOU

In 2011, Scotland became the first country in the world to secure the support of 100% of its cities and local authorities for Earth Hour. All 32 local authorities participated, switching off iconic landmarks, engaging the public, and generating not only huge media interest but also global recognition. The many events, activities and initiatives of Scottish local authorities played a major role in the success of the Earth Hour in Scotland.

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 to tackle climate change.

With ever-tougher budget constraints, WWF's Earth Hour offers opportunities to meet commitments made by your authority by signing the Scottish Climate Change Declaration and by being responsible for reducing emissions under the Scottish Climate Change Act.

“The Sustainable Scotland Network, the network of local government sustainable development officers, recognises that Earth Hour is an event that helps us to raise awareness in our councils and in our communities about the importance of tackling climate change. We encourage all local authorities in Scotland to take part in Earth Hour 2012”

Sylvia Gray
Chair of Sustainable
Scotland Network

- 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.
- WWF's Earth Hour is a highly visual event. The higher the number of buildings that switch off their lights, the bigger the impact. Film and images of activities in your area on the night can demonstrate that your authority is being a leader on tackling climate change. For 2012, WWF will have an online map highlighting activities and buildings switching off across the UK.
- WWF's Earth Hour is highly media-friendly. In 2011 the event generated hundreds of media hits in Scotland at national and local level - so an event or photo-shoot in your local authority area can be used to raise awareness in the press about your commitment to climate change. WWF Scotland can provide template press releases to help you.

WHAT CAN LOCAL AUTHORITIES DO FOR EARTH HOUR 2012?

In 2011 we gained the support of 100% of local authorities in Scotland. In 2012 we want to build on this show of support to make Earth Hour even more successful.

The Earth Hour 2012 Local Authority Challenge

Your local authority doesn't need to sign up again to participate, simply take some or all of the actions below and WWF Scotland will recognise the invaluable support you provide. We'll provide you with a form to let us know what you do.

If you as a local authority do the following three things and let us know, we'll recognise your support in our publicity:

Switch Off: turn off the lights in your town hall, headquarters and other landmarks in your control for one hour on 31 March 2012 at 8.30pm (if you don't have any lights you can turn off, do one of the other actions instead).

Take Part: promote WWF's Earth Hour to staff through emails and intranet, encouraging them to sign up as individuals and take part in the event on a personal basis.

Engage: Make use of your website, newsletters, Twitter and Facebook to encourage members of the public to sign up, demonstrating the support for action on climate change in your area.

If your local authority does at least three additional activities from the bulleted lists below, we'll award you with one of our **WWF Scotland Super Local Authority badges** which you can use on your website or on promotional materials.

We'll also be declaring one Scottish local authority our **Local Authority Earth Hour Champion of the Year** for going above and beyond the number of activities requested. This local authority will be presented a plaque announcing its win to both public and media.

Involve your community

- Work with your Community Planning Partnership to endorse Earth Hour and get each partner to sign up.
- Organise your own Earth Hour event such as a public countdown to the big switch off.
- 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.



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**Involve one of
your local schools
in a nationwide
scheme to showcase
Earth Hour in Scotland**

Promote the event

- 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.
- Get in touch with local media to tell them about your involvement in WWF's Earth Hour.
- 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 photo shoot involving senior council staff or dignitaries. This could be as part of a WWF Panda visit to a local school (see below for more details).

Raise awareness

- 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.

Help make Earth Hour's model Scotland

This year we'll also be offering you the chance to involve one of your local schools in a nationwide scheme to showcase Earth Hour in Scotland. Local authorities will be asked to each select one school to make a model of a notable building switching off in their area. Models will then either be sent to WWF or picked up from schools by the WWF Panda, generating local press coverage that highlights your local authority's involvement. Once we have all the models we'll be using them to promote Earth Hour in the press nationwide. You can decide how to select a school and we'll send you a detailed pack for the school to use.

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IDEAS FOR EARTH HOUR 2012

“WWF’s Earth Hour has a unique ability to unite and empower people around the world. It gives everyone the chance to have some fun, to organise their own events, and at the same time be part of an incredibly powerful global message to world leaders of the concern we all share about climate change. We look forward to building on this year’s success in 2012.”

WWF Scotland’s Director, Dr Richard Dixon

Ideas and inspiration from WWF’s Earth Hour 2011:

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Shetland Islands

Shetland Council organised a two-day promotional Earth Hour tour with visits to council buildings, schools, leisure centre and other organisations encouraging people to support Earth Hour. This resulted in the Council topping the league table of 100 UK authorities with the highest percentage of population signed up to Earth Hour. They also gained the support of their Community Planning Partnership getting all partners to support and promote Earth Hour.

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South Ayrshire

As well as switching lights off, South Ayrshire Council implemented a massive promotional campaign through the media and online which involved encouraging individuals, staff and community planning partners to participate. As part of this they ran a competition for the building that reduced its energy use the most over the weekend of Earth Hour. The winning buildings all received prizes including an office building getting draft proofing and a library being given a recycling bin.

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Falkirk Council and Falkirk BID

Falkirk Council supported its local Business Improvement District, BID, to run an event in Falkirk town centre on the night of Earth Hour. The event saw buildings and landmarks across the town switch off as well as a light display and reading of an original piece by author Alan Bissett. The Council switched off the street lighting for the event along with seven of its largest buildings and also did awareness raising of Earth Hour and climate change with staff and school pupils.

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Perth & Kinross Council and ‘Perth Hour’

Perth in Scotland linked with Perth in Australia and Perth in Canada to take part in and promote Earth Hour. Perth & Kinross Council switched off all lighting at schools and offices for Earth Hour along with the flood-lighting to Perth Bridge, the Marshall Monument, the AK Bell Library and the Perth Museum and Art Gallery. Residents and businesses in all three ‘Perths’ got involved organising events and generating local press coverage.

SUPPORT AND RESOURCES

For up to date information and access to resources, visit wwfscotland.org.uk/earthhour

On these pages you will find:

- The WWF Scotland Earth Hour video
- 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
- Updates of who is participating and what is happening on Earth Hour 2012 around Scotland
- 'Help make Earth Hour's model Scotland' pack for schools

* Note that some of these resources may not be available until 2012

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 your local authority to help you make Earth Hour 2012 a huge success in your area. Please contact us to find out more.

Contact:

Kirstie Shirra
WWF Scotland's Earth Hour Co-ordinator
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Or:

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Earth Hour in numbers

100%

support from Scottish Local Authorities for Earth Hour in 2011

72

iconic buildings switched off in Scotland



OVER 500

schools in Scotland participated last year

1.8 billion

people came together for Earth Hour in 2011



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

wwfscotland.org.uk