



WWF

TOOLKIT

2012



Conservation

Climate Change

Sustainability

WWF's Earth Hour 2012

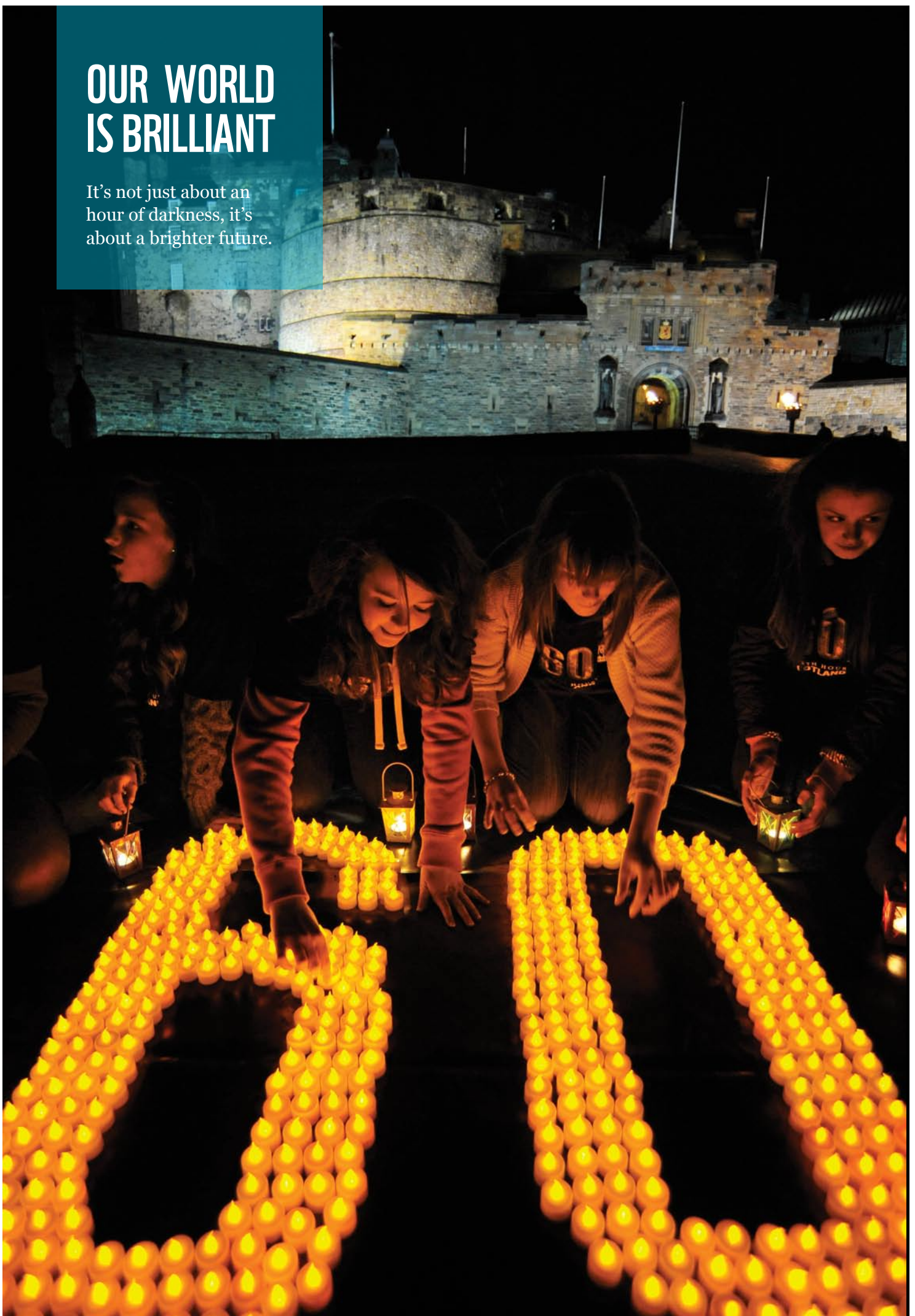
8.30pm Saturday 31 March 2012
A guide for Scottish public bodies



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 public bodies across Scotland to help make Earth Hour 2012 a huge success. Please contact us to find out more.

138
countries
came together
for Earth Hour
in 2011

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PUBLIC BODIES: LEADING THE WAY FOR SCOTLAND

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 and a huge variety of public bodies participated, switching off iconic landmarks and buildings, engaging their staff and the general public, and generating both media interest and recognition for the Scottish public sector.

The many events, activities and initiatives of Scottish public bodies played a major role in the success of the Earth Hour in Scotland.

“WWF’s Earth Hour is a fantastic way to show your commitment to protecting our precious environment. The Scottish Government would like to encourage as many public bodies as possible to take part in this global initiative, to demonstrate Scotland’s lead in tackling climate change.”

Barry Greig, Energy and Climate Change Directorate.

You 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 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.

The Public Bodies Climate Change Duties under the Scottish Climate Change Act came into force in January 2011. Scottish Government guidance says that it is crucial that climate change action is mainstreamed in all public bodies’ business processes and functions. WWF’s Earth Hour offers the opportunity to demonstrate that public bodies are taking these duties seriously.

- WWF’s Earth Hour can be the highlight of your own campaign to raise awareness about what you are doing to reduce emissions.
- WWF’s Earth Hour is a highly visual event - the higher the number of buildings that switch off their lights, the bigger the impact. 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 can be used to raise awareness in the press about your commitment to climate change.

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WHAT CAN PUBLIC BODIES DO FOR EARTH HOUR 2012?

This year we want to build on the success of Earth Hour 2011 to make the event even more successful.

The Earth Hour 2012 Challenge

Once you've signed up online, simply take some or all of the actions below and WWF Scotland will recognise the invaluable support you provide.

Sign up: register your involvement online at: wwf.org.uk/earthhourpublicbodies

Switch Off: turn off or dim the lights in your buildings 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 their own Earth Hour events on a personal basis.

If you have an event planned for March, why not make it an Earth Hour event? Get in touch with WWF Scotland for ideas, and let us know what you're planning.

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



Participating in Earth Hour demonstrates your concern for environmental challenges

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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
- Links to our handy dinner party guide and Earth Hour quiz materials plus other event ideas
- A link to our online interactive map where you can add details of what you're doing for Earth Hour

* 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 you to help you make Earth Hour 2012 a huge success. Please contact us to find out more.

Contact:

WWF Scotland
Little Dunkeld
Dunkeld, Perthshire, PH8 0AD
earthhour@wwfscotland.org.uk
Tel 01350 728200

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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