



WWF'S EARTH HOUR 2011

a toolkit for local authorities

8.30pm, 26 March 2011

wwfscotland.org.uk/earthhour

EARTH HOUR

Switch off and support
WWF's Earth Hour



CONNECTING THE WORLD TO TACKLE CLIMATE CHANGE

WWF's Earth Hour is the world's largest display of hope for a bright future. From London to Sydney, New York and Singapore, people all across the world will be switching off to show they care about tackling climate change and protecting the natural world.



LIGHTS OUT! ON SATURDAY 26 MARCH AT 8.30PM FOR ONE HOUR

WWF's Earth Hour began in Sydney in 2007, when 2 million people switched off their lights. Since then it has spread across the world and by 2010 hundreds of millions of people in 4000 cities across 128 countries had participated, with some of the world's best known landmarks, including the Eiffel Tower, the Empire State Building and the Great Pyramids, switching off.

But there's more to Earth Hour than switching off the lights for an hour. It's all about giving people a chance to show their hope for a future where people and nature will thrive. It's also a reminder to world leaders that they have a responsibility to act on climate change.

WWF's Earth Hour needs you!

We want 2011 to be the biggest Earth Hour ever - so please join our global display of hope for a world with a bright future by turning off your lights on 26 March between 8.30pm and 9.30pm.

Register to take part at wwfscotland.org.uk/earthhour and you'll be an important part of WWF's global event.

We'd like to work with your local authority to help you make Earth Hour 2011 a huge success in your area. Please contact us to find out more.

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Contact:

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LOCAL AUTHORITIES: WHY YOU SHOULD GET INVOLVED

In 2010, 29 Scottish local authorities signed up and took part in WWF's Earth Hour, switching off iconic landmarks, engaging the public and generating huge media interest. From ski-ing pandas to candlelit events, the diversity and number of Scottish local authorities initiatives played a major role in the success of the event and on the delivery of local authority climate commitments.

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.

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.

- 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. WWF will be tracking the success of local authorities on its online interactive map that shows the percentage of the population signed up in each area.
- WWF's Earth Hour is highly media-friendly. In 2010 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 2011?



Turn off the lights at your town hall, civic centre and other landmarks



SIGN UP

- Sign up your council to Earth Hour - just visit wwfscotland.org.uk/earthhour and follow the link to sign up.
- Promote WWF's Earth Hour to staff through e-mails and intranet, encouraging them to sign up as individuals and take part in the event on a personal basis.
- Make use of your website and newsletters to encourage members of the public to sign up, demonstrating the support for action on climate change in your area.
- Work with your Community Planning Partnership to endorse Earth Hour and get each partner to sign up.

SWITCH OFF

- Turn off the lights at your town hall, civic centre and other landmarks in your control for one hour on 26 March 2011 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.

ENGAGE

- 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. As WWF's Earth Hour gets closer, we'll be highlighting what councils are doing to involve local people.
- 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.

INFORM

- 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 buildings and estate.
- 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 photo shoot involving senior council staff or dignitaries.

EARTH HOUR - FROM GLOBAL TO LOCAL

“WWF’s Earth Hour 2010 was truly a record breaker with 128 countries and territories across all seven continents taking part. In Scotland 29 local authorities, hundreds of schools, businesses and other organisations, along with thousands of individuals turned their lights off – we’d like to thank everyone who took part for supporting WWF’s Earth Hour and helping make it such a massive success.”

WWF Scotland’s Director, Dr Richard Dixon

Ideas and inspiration from WWF’s Earth Hour 2010:



Stirling’s “night out with the lights out”

Going Carbon Neutral Stirling and Stirling Council co-ordinated and encouraged ‘lights out’ events across Stirling for Earth Hour to engage the community and to show that carbon reduction can also be social and fun. Astronomy, film and library groups all took part alongside many restaurants and bars. At the same time iconic buildings such as Stirling Old Bridge and the Steeple went dark.



South Lanarkshire

In addition to switching the lights off on 15 key landmarks around the local authority area, including Council HQ and Strathaven Castle, South Lanarkshire Council marked Earth Hour itself with an event linking its work on Local Footprints with the International Children’s Games, promoting its own action on tackling climate change.



Fife Council

Fife Council flicked the switch on its four key office buildings as well as carrying out a major promotional campaign to encourage members of the public to sign up too. This involved producing and distributing posters throughout the region, working within schools and promoting through the local press.



Midlothian Council

Midlothian was the first council to encourage and successfully gain the participation of the other members of its Community Planning Partnership, widening the reach of Earth Hour in the area. Not only that but they also had candlelit skiing taking place at Hillend Ski Centre during the hour itself!



East Lothian Council

As well as switching off around 60 council buildings on the night, East Lothian Council’s biggest success was coming top of WWF’s County Sign-up challenge - a league table showing participation by people living in all of the UK’s local authorities. Pipping other local authorities such as Greater London, Berkshire and Surrey, this was a massive achievement and gained a great deal of local publicity.

SUPPORT AND RESOURCES

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

On these pages you should find:

- Earth Hour videos
- 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 who has signed up and what is happening for Earth Hour 2011 around Scotland

There will also be WWF Earth Hour communities on all of the main social sites on the web: Flickr, YouTube, Facebook, Twitter.

If you can't find these resources, or would like any further information, please contact us. We'd like to work with your local authority to make Earth Hour 2011 a huge success in your area.



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EARTH HOUR IN NUMBERS



29

of Scotland's 32 local authorities took part in 2010



OVER 300

Scottish schools engaged with the event in 2010

4000

cities across 128 countries participated in Earth Hour in 2010



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 and nature.

