



WWF'S EARTH HOUR 2011

a toolkit for universities
& colleges

8.30pm, 26 March 2011

wwfscotland.org.uk/earthhour

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.



EARTH HOUR

Switch off and support
WWF's Earth Hour

Switch off
and Support

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 it than switching off 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 the 26 March between 8.30pm and 9.30pm.

Scotland's universities & colleges have a major role to play in making Earth Hour 2011 a success. Add your university, college and/or student union's support now: visit wwfscotland.org.uk/earthhour and follow the link to sign up. Get in touch for more information or to let us know how you're getting involved.

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in 2010

Contact:

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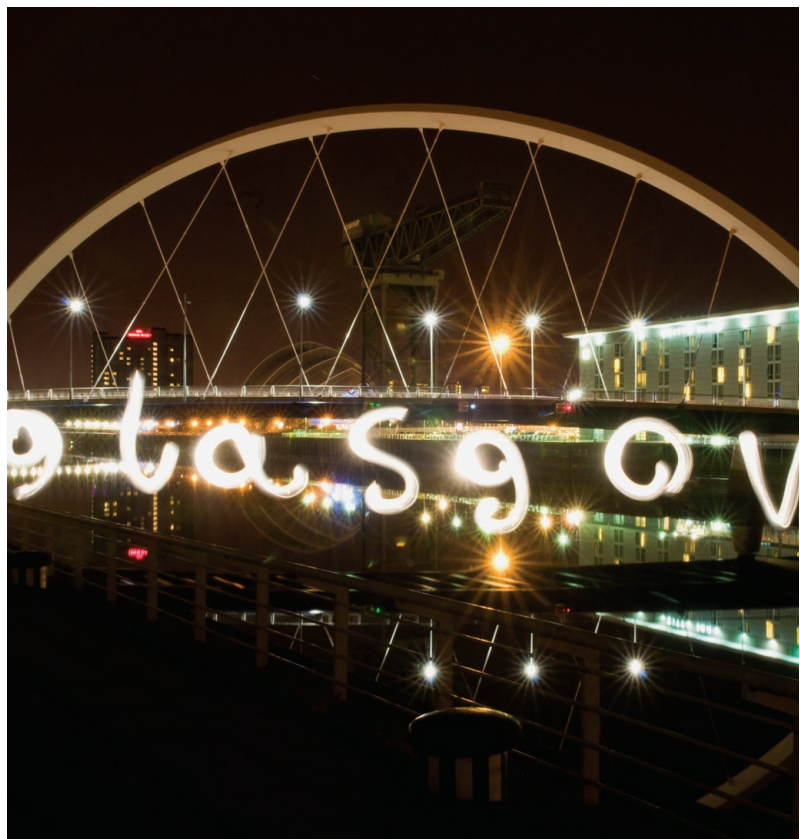
UNIVERSITIES & COLLEGES: WHY YOU SHOULD GET INVOLVED

In 2010, seven Scottish universities and student unions took part in WWF's Earth Hour, switching off non-essential building lights, engaging their staff and students, and adding their voice to the millions around the world. Student-led events to promote the hour took place across the country including lights-out events in student unions, fundraising actions and even an Earth Hour art auction. This year we'd like to increase the involvement of universities, colleges and students and really put Earth Hour in Scotland on the global map.

Participating in Earth Hour provides an opportunity to connect with WWF and other like-minded organisations and individuals to demonstrate your concern for the environmental challenges facing us today. Universities and colleges have the ability to reach a huge number of people and a responsibility to lead in terms of voicing concerns and finding solutions for tackling climate change and protecting the natural world.



Participating in Earth Hour demonstrates your concern for environmental challenges



WHAT CAN YOUR UNIVERSITY OR COLLEGE DO FOR EARTH HOUR 2011?

REGISTER

- Register your university, college and/or student union to get involved with WWF's Earth Hour – visit wwfscotland.org.uk/earthhour and follow the link to sign up.
- Promote WWF's Earth Hour to staff and students 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, student newspaper and other communication channels to encourage staff and students to sign up.

SWITCH OFF

- Switch off non-essential lights in and on buildings and on any university or college owned monuments/landmarks to show your support for Earth Hour.
- Communicate how, what and where your university or college will switch off by telling local media, and keep us up to date too and we'll let others know what's going on via our website.
Email earthhour@wwfscotland.org.uk.

ENGAGE

- Encourage the university/college communications team to put WWF's Earth Hour 'sign up' messages and reminders on your intranet, screen savers, e-mail signatures and notice boards.
- Promote Earth Hour to students via student newspapers and e-bulletins and by putting up Earth Hour posters and information around campus.
- Engage environmental societies and any other relevant student groups to help run Earth Hour activities.
- Set up a WWF Earth Hour stand in your student union with information about climate change, signing up and fundraising activities; WWF has ready-to-download materials for you to share, visit wwfscotland.org.uk/earthhour

RAISE FUNDS FOR WWF

Hold an Earth Hour event to raise vital funds for WWF - you could set a fundraising target of £250, £1,000 or even £10,000! From preserving amazing places like the Amazon rainforest to protecting species, great and small, money raised will help WWF in its work across the world to create a future where people and nature thrive. Check our website wwfscotland.org.uk/earthhour for resources and ideas - but here are a few to get you started:

- 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!
- An Earth Hour Pub Quiz. Get in touch and we'll send you a pack.
- A themed student union night with candles and Earth Hour cocktails.



Switch off non-essential lights on buildings, and on any university or college monuments/landmarks.



ONE HOUR ONE WORLD ONE FUTURE

“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:



Earth Hour Art Auction

Queen Margaret University held a fundraising Earth Hour Art Auction at the Voodoo Rooms in Edinburgh. A selection of original artwork was offered for sale by auction. All artwork had been generously donated, mostly from professional and amateur artists. Additional activities and entertainments included live chamber music, a raffola, adopt-an-animal stand, themed cocktails and the sale of crafts.



Wear something bright – switch of your lights party

Students from the University of Edinburgh held a party with music, drinks, earth scrabble, a pub quiz and more to mark Earth Hour itself.



Sounds In The Suburbs - Glasgow

Newfangled Folk : three singer-songwriters, Kim Edgar, David Ferrard, and Yvonne Lyon, in Glasgow decided to hold their gig in candlelight to mark Earth Hour. They also took a few minutes to tell their audience why they were supporting Earth Hour and encourage them to do so too.



Night Out with the Lights Out

Going Carbon Neutral Stirling arranged for various bars and restaurants in Stirling centre including: Smiling Jack’s, Beanscene, The Imperial Restaurant and The Outback Bar and Grill to switch to candle light for WWF’s Earth Hour. Local folk were encouraged to go out and join in this fun night of food, coffee, drink and chat.



Candlelit cocktails and dinner

The Caledonian Hotel in Edinburgh created a ‘low carbon footprint’ menu to serve in the candlelit Pompadour Restaurant. Executive Chef, Kenny Coltman, designed the menu with ‘food miles’ in mind, using only produce from Scotland and took cooking methods into consideration with the aim to use as little energy as possible. A special Earth Hour cocktail was created for the evening, which was served alongside green-themed nibbles to the guests in the bar.

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 registration 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.

We'd like to hear about what you have planned; maybe your ideas will inspire others to get involved. Email earthhour@wwfscotland.org.uk.

Contact:

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Who we are

WWF Scotland is part of the international WWF network, one of the world's most influential environmental organisations. Climate change, threats to natural resources and rising energy use are just some of the issues that are of growing global concern, impacting on people and wildlife right round the world. WWF Scotland works on these issues from a Scottish perspective by influencing policy, providing solutions and gaining public support and involvement.

Find out more about our work at wwfscotland.org.uk

EARTH HOUR IN NUMBERS



7

Scottish universities 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.

