

# How-To Guide: Take Action On And Beyond Earth Hour

**For Organizations, Corporate, Educational  
Institutions and Governments**

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## “Together, we can all turn the inspiration of one hour, into the actions of every hour...”

Thank you for your interest in participating in this year’s Earth Hour. Earth Hour 2016 was our biggest year yet, spanning over **7,000** cities and towns and **178** countries and territories. People, communities, businesses and organizations united well beyond the hour to deliver real, tangible environmental outcomes - such as changing legislation to protect future generations from the impacts of climate change, promoting strong climate policy and action beyond COP21 or installing solar powered lighting in off-the-grid villages.

In 2017, as we celebrate Earth Hour’s 10<sup>th</sup> Anniversary - a decade of driving awareness and action for our planet- we will once again bring together millions to shine a light on climate action and we invite you to join us to change climate change.

With this How-To Guide, you can learn how to make a difference during and beyond one hour to **reach out to the millions of people** within your community and the global Earth Hour communities.

## What are you going to do this year to #ChangeClimateChange

# 1. Shine A Light On Climate Action

## 1.1 Lead The Way In Changing Climate Change

WWF's Earth Hour is the world's largest grassroots movement for the environment, harnessing the power of the collective to impact climate change positively in one way or another. Ask yourself, what does climate change mean to you and how can you use Earth Hour as a campaign to inspire your networks to tackle our planet's biggest environmental challenge yet? Find something that speaks to your audience, aligns to your sustainability strategy and has the power to lead to a real outcome.

Running an Earth Hour campaign that celebrates your achievements and commitment is a way to engage and empower others. To make lasting change within your organization, connecting to your local WWF office is a great place to start – WWF works with many organizations to help define what sustainability and climate change means for their organization and industry to actually transform the way you do business.

You can also contact Iris Yeo ([iris@earthhour.org](mailto:iris@earthhour.org)) to learn more about sponsorship opportunities for organizations to support WWF climate projects locally and globally, with great exposure for your organization in return.

## 1.2 The Power Of Earth Hour

Here are some examples of corporates that have previously committed to projects aimed at creating a lasting impact with Earth Hour:

- Standard Chartered Bank committed up to UGX 70 million (USD28,000) to help create the world's first Earth Hour Forest started by WWF-Uganda. The money from Standard Chartered Bank went into

planting trees in the 2,700 hectare wide forest;

- Through a partnership with Sony Entertainment, Spiderman became Earth Hour's first superhero ambassador in 2014, teaching us we all have the power to be superheroes for the planet;
- Global companies such as IKEA, HSBC, Starbucks and Philips celebrate Earth Hour in markets around the world;
- In Macau, Conrad Hotel started celebrating an Earth Hour on the first Tuesday of every month as part of their beyond the hour efforts, an initiative that has now spread well beyond Macau. Thousands of hotels around the world engage in Earth Hour, some using the whole month of March to implement environmental initiatives in their locations and surrounding communities;
- The UAE in partnership with Philips launched a call to action encouraging corporations and individuals to 'Get Enlightened' and 'Make the Switch to energy efficient lighting', providing LED lights to be distributed locally;
- Thousands of wood-saving stoves were distributed to families in Madagascar with local partners.

**Please register for Earth Hour and tell us what you're doing at [www.earthhour.org/corporates-organisations](http://www.earthhour.org/corporates-organisations)**

## 2. How to execute a “Lights Out”

### 2.1 What Is “Lights Out” About?

At 8:30 p.m. on Saturday 25 March 2017, millions of people across the globe will switch off the non-essential lights of homes and businesses for one hour.

The Earth Hour “Lights Out” event is a moment to bring voices together, celebrate your achievements and be inspired to do more. It could be a time to announce what you've achieved for the planet, or a time to launch a campaign for the year ahead. Either way, if you can define how you are going to use Earth Hour and what outcome you can achieve through collective action then you are well on your way.

It does not matter how big your business or organization is because every contribution is valuable and has the power to make a difference. It can still be as simple as switching off the lights of your premises and encouraging your staff, members and customers to participate in Earth Hour too, or you could be ready to do more. You are in a great position to take action and inspire more efforts that go beyond the hour by implementing practices and offering services that enable people to make ongoing changes.

### 2.2 How To Do A "Lights Out"

Make sure non-essential lights in your buildings, facilities and signage are switched off during Earth Hour from 8:30 p.m. to 9:30 p.m. on Saturday 25 March 2017. For larger buildings, plan ahead with facilities and building managers to manage the logistics of switching off non-essential lighting for Earth Hour including neon lights – in and around your properties.

Go beyond the hour with your organization and business practices. Earth Hour is not just for one hour, the point is to go beyond the hour. That means making a commitment to a continual change throughout the year that reduces your impact on the environment, culminating in a celebration of your commitment to the planet with the people of the world during Earth Hour.

To help you begin, here are some ideas:

- Encourage your staff and online supporters to donate their social power and change their profile picture to show they care on ([www.earthhour.org/climateaction](http://www.earthhour.org/climateaction)) (details provided in the next section)
- Encourage staff to support local WWF or Earth Hour campaigns and use their dollar or their voice to support projects and deliver tangible environmental outcomes on the ground
- Speak to your marketing department about sponsoring projects close to your strategy and heart (to learn more contact [iris@earthhour.org](mailto:iris@earthhour.org)), which also provide great exposure for your brand
- Elect Earth Hour Superheroes for your business. Their job will be to ensure lights are out and appliances are switched off at the end of each working day
- Turning off lights after office hours in offices or installing motion-sensor lighting
- Installing energy saving lights bulbs and devices (E.g. Timers on lighting)
- Minimize printing and photocopying

- Do not print emails unless absolutely necessary
- Turning off printers, computers, monitors, microwaves and coffee machines at the power points at the end of the day when unused for long periods (this could shave 5% off your electricity bills)
- Providing and encouraging staff to use recycling facilities
- Switching your business' electricity supply to Gold Standard Green Power
- Involve your staff in everyday change and inspire them to do more for the planet in the workplace and at home
- Connect with WWF in your country and ask them how they help business, industries and groups change their practices to be more sustainable, and what efforts you can adopt to tackle climate change

## 3. Donate Your Social Power

In 2017, as we get ready to celebrate our **tenth anniversary** we are excited to offer our supporters the opportunity to show their commitment to the planet ‘from skylines to timelines.’ Earth Hour 2017 is asking people and companies to use their own personal landmarks – their Facebook accounts- to shine a light on climate action.

### 3.1 Engage Your Employees

This Earth Hour, encourage your employees, clients and followers to join you in taking action to #ChangeClimateChange by donating their feed to Earth Hour on ([www.earthhour.org/climateaction](http://www.earthhour.org/climateaction)).

All it takes is two simple steps:

1. Send an email to your employees asking them to join you in your commitment for the planet (template provided in attached annexe).
2. Share the Earth Hour DYF campaign on your intranet, email and social channels to invite followers to be a part of climate action.

In a few clicks, your staff, clients and followers can lend their voices to the planet and inspire their friends and family to join them in making climate change history. They can also get an Earth Hour filter for their profile picture to show they care. Here’s how – (<http://panda.org/ehguidevideo>)

### **3.2 Donate Your Brand Page and Profile Picture too**

Is your company on Facebook? Then you can also share your commitment to Earth Hour and the planet by donating your company/brand page feed to shine a light on climate action. All you need to do is visit ([www.earthhour.org/climateaction](http://www.earthhour.org/climateaction)) and sign in with your Facebook account. Once you are logged in, you will be prompted to select your company page and preview the posts that will go out on your timeline between 22 and 25 March. In addition, you can get a fantastic Earth Hour-themed filter for your profile picture too! Showing your commitment to the planet to your supporters online has never been easier- donate your feed today.

This is our time to **#ChangeClimateChange.**

## 4. Tell Your Story

Create excitement, energy, enthusiasm and most importantly, **ACTION** to inspire and engage everyone in your circles and communities.

- Leverage and post on all your communication channels and platforms – tell everyone about the commitments you are making to change climate change and ask them to join you.
- Build support, ask your communities to help by donating to Earth Hour projects or adding their voice to a campaign. If you donate to a project, tell your friends and encourage them to donate too.
- Add your event on our interactive global map, the Earth Hour Tracker ([www.earthhour.org/tracker](http://www.earthhour.org/tracker)).
- Keep your community updated on progress of your chosen initiatives, and continue to motivate them to take action and contribute.
- Follow Earth Hour on Social Media. Go to ([www.earthhour.org](http://www.earthhour.org)) to find all our social properties and use **#EarthHour** and **#ChangeClimateChange**.
- Tell us your Earth Hour stories, what you're doing at home, at work or if there's an everyday superhero you know doing something amazing for the planet. If you would like Earth Hour to help tell your story we are always looking for corporate partners who are leading the way in tackling climate change, please get in touch with Iris Yeo ([iris@earthhour.org](mailto:iris@earthhour.org)).

## 5. Supporting Materials

Earth Hour is an open-source brand, which means that materials that you will need for publicizing your campaign are readily available. Here are the items that you will find useful, as well as links to download and/or view them:

1. Begin by **registering on our website** here (<https://www.earthhour.org/corporates-organisations>)
2. Our full **How-To Guide** will be helpful in navigating ways for you and your organization to participate (<https://www.earthhour.org/file/how-corporates-guide-eh-2017.pdf>)
3. We have also prepared a **Starter Kit** filled with Earth Hour 2017 assets free for download (<http://www.earthhour.org/earth-hour-starter-kit>)
4. Join the Hour! Add your event to the **Earth Hour Tracker** (<http://www.earthhour.org/tracker>)
5. Explore **Global Corporate Partnerships**, please get in touch with ([iris@earthhour.org](mailto:iris@earthhour.org))

Should you have further queries or would like to find out how you can get more involved in your country, please get in touch with your local WWF team.

# Appendix: Sample Letters and Emails to Inspire “Lights Out” & Project Support

## A. Message From Business To Business

Dear [NAME OF OWNER OR MANAGER OF ANOTHER LOCAL BUSINESS OR COMPANY]:

On Saturday 25 March 2017 at 8:30 p.m., [NAME OF YOUR COMPANY] and our employees will join millions of people across the globe in switching off the lights of our business premises and our homes for one hour to celebrate Earth. By taking part in this global “LIGHTS OUT” event, we will be acknowledging our commitment to personal and operational actions to change climate change.

We would like to invite you, as a respected organization, to join us in what promises to be an amazing and inspiring global celebration of our collective commitment to the planet.

In the lead up to Earth Hour 2017, we at [YOUR COMPANY NAME] plan to take a close look at ways our company can operate more efficiently, waste less and reduce our environmental footprint – not only in our own operations, but throughout our supply chain – we will share this with our community as our commitment to go beyond the hour for Earth Hour.

Sustainable practices aren’t just good for the bottom line. We all have a stake in the future of our planet and must learn to operate in ways that don’t deplete our world’s limited natural resources.

Participating in Earth Hour is a great way to show your customers and community that the people of [THEIR COMPANY NAME] genuinely care about their future and are showing leadership in finding solutions to our environmental challenges.

Earth Hour began as a single-city initiative – in Sydney, Australia – in 2007 and has since grown into a global movement with hundreds of millions of people from more than 7,000 cities and towns in 178 countries and territories across every continent switching off their lights and joining the movement to take concrete climate action.

Participating in Earth Hour on the night is easy, fun and absolutely free. To get more information visit [www.earthhour.org](http://www.earthhour.org), where you can sign up to switch off, share your action, support WWF climate projects and celebrate with the people of the world your commitment to the one thing we all have in common – the planet.

Sincerely,

[NAME OF SENDER – BUSINESS OWNER]

[TITLE]

[NAME OF COMPANY]

## **B. Message From Business To Non-Commercial Customers**

Dear [CUSTOMER NAME]:

On Saturday 25 March 2017 at 8:30 p.m., [NAME OF YOUR COMPANY] and our employees will join millions of people across the globe in switching off the lights of our business premises and our homes for one hour to celebrate Earth Hour. By taking part in this global “LIGHTS OUT” event, we will be acknowledging our commitment to personal and operational actions to change climate change.

We would like to invite you, as a valued customer, to join us in what promises to be an amazing and inspiring global celebration of our collective commitment to the planet.

In the lead up to Earth Hour 2017, we at [COMPANY NAME] plan to take a close look at ways our company can operate more efficiently, waste less and reduce our ecological footprint – not only in our own operations, but throughout our supply chain – and we will share this with our community as our commitment to go beyond the hour for Earth Hour 2017.

Earth Hour began as a single-city initiative – in Sydney, Australia – in 2007 and has since grown into a global movement with hundreds of millions of people from more than 7,000 cities and towns in 178 countries and territories across every continent switching off their lights and joining the movement to take concrete climate action.

We hope you will join us to change climate change by switching off your lights and supporting one of the many projects from around the world. To get more information visit ([www.earthhour.org](http://www.earthhour.org))

Sincerely,

[NAME OF SENDER—BUSINESS OWNER]

[TITLE][NAME OF COMPANY]

## **C. Message From Business To Local Government**

Local Official Title Office  
Street Address, City, State  
Zip

Dear [INSERT NAME]:

On Saturday 25 March 2017 at 8:30 p.m., [NAME OF YOUR COMPANY] and our employees will join millions of people across the globe in switching off the lights of our business premises and our homes for one hour as part of Earth Hour, the world's largest grassroots movement for the environment. By taking part in this global "LIGHTS OUT" event, we will be acknowledging our commitment to personal and operational actions to change climate change.

We at [COMPANY NAME] care deeply about the future of our planet and are planning to participate in Earth Hour to acknowledge and celebrate our commitment to go beyond the hour by [insert any positive action your company is doing for the environment]. On behalf of [COMPANY NAME], I urge [NAME OF TOWN\COUNTY\CITY] to take part in Earth Hour 2017 and use the moment to acknowledge any initiative you have committed to for the year ahead that benefits the environment.

By turning off all non-essential lighting controlled by [TOWN\COUNTY\CITY] during Earth Hour, committing to a positive action for the planet and encouraging our citizens to do the same, you will help lead the burgeoning global resolve to realize our role as custodians of the planet. Earth Hour also provides an excellent forum for all citizens, including business, individuals, parents and educators, to hold meaningful discussions about the ways that our community can take action and be part of the solution to our environmental challenges.

Earth Hour began as a single-city initiative – in Sydney, Australia – in 2007 and has since grown into a global movement with hundreds of millions of



people from more than 7,000 cities and towns in 178 countries and territories across every continent switching off their lights for Earth Hour, and joining the movement to take concrete climate action.

Every year, some of the world's most famous man-made marvels and natural wonders, including China's Forbidden City, Eiffel Tower, Table Mountain, Great Pyramids of Egypt, Buckingham Palace, Niagara and Victoria Falls, Empire State Building, Sydney Opera House and many more global icons stand in darkness as a powerful symbol of landmark environmental action.

Earth Hour 2017 will be even bigger. It is a global call to action to every individual, every business and every government throughout the world to shine a light on climate action and help change climate change. It is a call to take responsibility for our environmental impact and join a growing international community who are committed to leading global environmental change.

We hope [NAME OF CITY] will join us by turning off the lights of [LOCAL LANDMARKS] and make a commitment to go beyond the hour with a positive ongoing action for the environment.

A commitment to Earth Hour would enable all of us here in [NAME OF TOWN\COUNTY\CITY] to not only express our concern about the health of our local environment, but to let all the people of the world know that we stand with them in finding solutions to our environmental challenges and celebrating the one thing we all have in common – the planet. Please visit [www.earthhour.org](http://www.earthhour.org) for more information.

Sincerely,

COMPANY PRESIDENT/CEO

## **D. From Corporation/Business To Employees**

Memo to All Employees of [COMPANY NAME] From [NAME OF CEO/CHAIRMAN]

On Saturday 25 March 2017 at 8:30 p.m., [NAME OF YOUR COMPANY] will join millions of people across the globe in switching off the lights of our business premises and our homes for one hour as part of Earth Hour, the world's largest grassroots movement for the environment. By taking part in this global "LIGHTS OUT" event, we will be acknowledging our commitment to personal and operational actions to change climate change.

As we join the world's biggest celebration for the planet, we would like to invite each of you to join the movement and be a part of making climate change history.

This year, as the world stands at a climate crossroads, Earth Hour is calling on individuals around the world to shine a light on climate action on their own personal landmarks- their Facebook accounts. Donate your social power and lend your voice to the planet to help change climate change. You can also get an Earth Hour profile picture to show you care.

All you need to do is:

1. Visit ([www.earthhour.org/climateaction](http://www.earthhour.org/climateaction))
2. Select Your Country
3. Login & Accept to post to Facebook and continue to get your custom-made profile picture.

Watch this video to see how easy it is: (<http://panda.org/ehguidevideo>)

Earth Hour began as a single-city initiative – in Sydney, Australia – in 2007 and has since grown into a global movement with hundreds of millions of people from more than 7,000 cities and towns in 178 countries and

territories across every continent switching off their lights and joining the movement to create tangible environmental outcomes.

Help us make sure the lights do actually go out at 8.30 p.m. on March 25, by switching off all non-essential office lights and unplugging non-essential equipment before leaving the building on Friday 24 March 2017, the day before Earth Hour. In addition, we would like to encourage everyone to take a look at the WWF climate projects on ([www.earthhour.org](http://www.earthhour.org)) and also participate in Earth Hour by turning off their lights at home during the event. Share the moment with family and friends and consider how you can reduce your ecological footprint with a commitment to an action that benefits the planet beyond the hour.

Sincerely,

[NAME OF SENDER]

[TITLE]

[NAME OF COMPANY]

## **E. Message From Business To Supplier**

Dear [NAME OF SUPPLIER]:

On Saturday 25 March 2017 at 8:30 p.m., [NAME OF YOUR COMPANY] and our employees will join millions of people across the globe in switching off the lights of our business premises and our homes for one hour as part of Earth Hour, the world's largest grassroots movement for the environment. By taking part in this global "LIGHTS OUT" event, we will be acknowledging our commitment to personal and operational actions to change climate change.

We would like to invite you, as a valued business partner, to join us in what promises to be an amazing and inspiring global celebration of our collective commitment to the planet.

In the lead up to Earth Hour 2017, we at [YOUR COMPANY NAME] plan to take a close look at ways our company can operate more efficiently, waste less and reduce our ecological footprint – not only in our own operations, but throughout our supply chain – and we will share our operational changes with our community as our commitment to go beyond the hour for Earth Hour 2017.

Sustainable practices aren't just good for the bottom line. We all have a stake in the future of our planet and must learn to operate in ways that don't deplete our world's limited natural resources. Join us and change climate change for Earth Hour 2017.

Sincerely,

[NAME OF SENDER]

[TITLE]

[NAME OF COMPANY]

## F. From Employee To Employee

Dear (name of work colleague),

On Saturday 25 March 2017 at 8:30 p.m., [YOUR COMPANY NAME] will join millions of people across the globe in switching off the lights of its business premises for one hour as part of Earth Hour, the world's largest grassroots movement for the environment. By taking part in this global "LIGHTS OUT" event, [YOUR COMPANY NAME] will be acknowledging its commitment to operational actions to change climate change.

I am proud to work for a company that is showing leadership in solutions to our environmental challenges and will join them in taking part in Earth Hour 2017. I would like to invite you, as a valued colleague, to join me and other staff members of [YOUR COMPANY NAME] in what promises to be an inspiring global celebration of our collective commitment to the planet.

In the lead up to Earth Hour 2017, I plan to take a close look at ways I can waste less and reduce my ecological footprint – both at home and in the workplace – and will share my stories with my community. I also encourage you to look at supporting Earth Hour projects around the world, with your dollar or voice, at [www.earthhour.org](http://www.earthhour.org).

Earth Hour began as a single-city initiative – in Sydney, Australia – in 2007 and has since grown into a global movement with hundreds of millions of people from more than 7,000 cities and towns in 178 countries and territories across every continent switching off their lights and joining the movement to take concrete climate action.

I'm excited about Earth Hour 2017, both as an employee of [YOUR COMPANY NAME] and as an individual. I hope you will join me and your colleagues in this important global initiative and encourage your family and friends to switch off their lights for Earth Hour at 8.30 p.m. on Saturday 25 March 2017 and make a commitment to an action that benefits the planet beyond the hour.

Sincerely, [YOUR NAME]