

Earth Hour 2015 Event Playbook

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Now that you've got all the background information, let's share with you some of the exciting ideas that may help to jumpstart and inspire *your* very own Earth Hour event and activity ideas for 2015! It's time for us to come together and Use #YourPower to change climate change!

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Section 1: General FAQ

1. What Is Earth Hour and why is it important?

Earth Hour is a worldwide grassroots movement by WWF to unite people to take action for the planet. Engaging a massive mainstream community on a broad range of environmental issues, Earth Hour was famously started as a lights-off event in Sydney, Australia in 2007. Since then it has grown to engage hundreds of millions of supporters, individuals and organisations alike, in more than 7000 cities and towns in over 162 countries and territories worldwide

As the world's first open-source climate change campaign, Earth Hour has inspired millions worldwide to take action for our planet and get people to Use #YourPower to change climate change.

We are thrilled that you want to join the Earth Hour movement and are excited to share with you the numerous things that can be done to celebrate

this momentous and powerful occasion and make a difference for our planet.



*On The Night event in Indonesia for Earth Hour 2014
Copyright WWF-Indonesia*

2. What is Earth Hour 2015's campaign objective?

WWF's Earth Hour takes on its biggest challenge ever this year by strengthening focus on the globe's most stubborn environmental challenge – **climate change**. As the opportunity for action on climate change peaks in 2015, the world's largest grassroots movement will raise its voice to change climate change. The ninth edition of Earth Hour rolls across the globe at 8:30 pm local time on Saturday, 28 March 2015, only months before a new global climate deal is expected to be agreed. The global tagline for Earth Hour 2015 is '**Use #YourPower to Change Climate Change at earthhour.org**'.

3. Why is Earth Hour's global theme Climate Change? Do we need to follow it?

Climate change is the one of the biggest environmental challenges our planet faces today. Earth Hour aims to inspire and empower individuals, businesses and governments around the world to push climate change to the top of the agenda. From promoting renewable energy and sustainable agriculture to funding projects to protect forests and ecosystems and encouraging climate education, there are many actions we can take as individuals and organisations to help change climate change.

It is not mandatory to align your event to this theme but by doing so, you will further our efforts to raise awareness and mobilise more people to tackle the specific climate issue your area, country or territory is facing.

4. How do I start?

Earth Hour is a revolutionary movement completely powered by you - your ideas, interests, ambitions and actions. It traditionally encompasses turning off lights within your vicinity as a symbolic gesture, but there is great cause to go beyond just 'lights out'. You can start by reading this guide for ideas on what to do, and also head over to the Earth Hour Tracker here at: <http://www.earthhour.org/tracker> to explore Earth Hour events held by other like-minded individuals and organisations around the world. You can also add your own event and share it with your friends and networks to ask them to join you in taking action for the planet!

5. But what is the Earth Hour Tracker?

An interactive map, Earth Hour Tracker showcases Earth Hour events registered by individuals and organisations worldwide and is a great platform for you to share your own event with others who are just as excited to use their power to protect our planet.

Take a look at the 2014 Earth Hour Tracker here at: <http://www.earthhour.org/tracker> to get a feel of what the 2015 map will look like.

6. What activities can I participate in or what kind of events can I hold?

There are tons of things anyone could do to show their support; turning off the lights is just the beginning! Holding picnics or dinners in the dark with families and friends, recycling activities, jogging or cycling in nature spaces, watching and screening climate change-related films or even staging flash mobs are fun and easy ways you can use your power to express your support for Earth Hour.



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Inspired to do more? [Take action now](#) to support people-driven, innovative projects that provide solutions to change climate change. Whether it's saving the world's most endangered cat in Portugal, fighting forest fires in Indonesia or lighting up villages in the Philippines with renewable energy - change starts with you!

[Flashmob in UK for Earth Hour 2014](#)
Copyright Tuckwell, B. (Photographer)

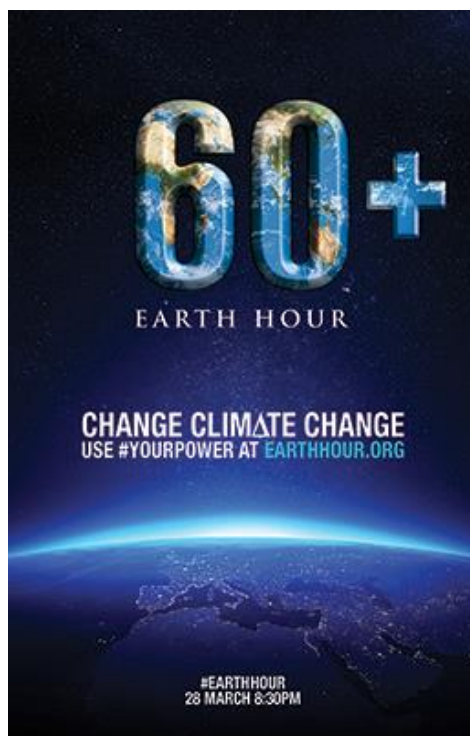
7. Do I need to register for Earth Hour?

Organising an Earth Hour event or activity is easy and does not require any official registration. However, we would love for you to share your event with us and the rest of the world, and inspire even more people to use their power to change climate change. To do so, simply register your event on Earth Hour Tracker here at: <http://www.earthhour.org/tracker> to be part of a global virtual community dedicated towards taking action to protect the planet and send us your event details through an [online survey](#) here.

8. Once I've decided what to do, how do I get publicity for my event?

The very best way to generate maximum attention to your event would be to share it with as many people as possible - so feel free to invite your friends and ask them to invite their friends and so on and so forth (Tip: One of the ways to get great exposure for your event is through the [Earth Hour Tracker](#) - create an event there and share it!)

Also, don't forget that we have an entire Earth Hour starter kit available for you at <http://www.earthhour.org/earth-hour-starter-kit> . You can use these artworks to promote your event and reach out to even more participants.



One of the online materials available for download from the starter kit

9. What else can I do once Earth Hour ends?

It is amazing that you want to go beyond the hour; it is only through continued dedication can real changes be made with truly sustainable environmental impacts to our planet. To do more, you can support Earth Hour and our crowdfunding projects that provide innovative, people-driven solutions to local climate challenges for a greater global impact. Visit our Take Action page over here at: www.earthhour.org/takeaction to know more.

You can also perform simple, environmentally-friendly actions everyday like taking public transport and minimising plastic bag usage. Scroll down to [INDIVIDUALS](#) to find out more on how to do your part and use #YourPower all day, every day.

10. Sounds exciting, I think I'm ready to start planning and preparing for Earth Hour. But before I get ready, is there anything I cannot do?

Earth Hour is driven by the creativity and innovation of everyone, so we love and welcome all sorts of ideas to make a difference for our planet. However, always keep in mind safety precautions when executing your event or activity, such as making sure essential lights are not being turned off. We also hope all event organisers can keep the event execution as eco-friendly and sustainable as possible. It is recommended that all relevant authorities are notified and required permission granted before proceeding with your event, for example in the making use of public venues or buildings.

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Section 2: Event ideas for Individuals

We know what you're thinking: *"I am just one person, how can I use my power?"*
In so many incredible ways, in fact! Below are some ideas to kick-start your inspiration:

- Gather a group of similar-minded friends and come together to celebrate your country's Earth Hour event to show your support for changing climate change. Find out more on what your country is doing this year at: www.earthhour.org/earth-hour-around-world or create your own event!



[Supporters from New Caledonia for Earth Hour 2014](#) Copyright Petit, N. (Photographer)

- Write to your local city council or parliamentary representative to suggest and share your ideas on how to make your city cleaner, more eco-friendly and brighter, such as pushing for greater usage of solar energy, or the planting of more trees
- Sign up to join the Earth Hour community www.earthhour.org/join-the-movement
- Make use of the Earth Hour starter kit (found here: www.earthhour.org/earth-hour-starter-kit) and spread awareness of Earth Hour to and within your nearby community.

- Remind your friends and family to switch off their lights and all other unnecessary electrical appliances like air-conditioners wherever they are during Earth Hour itself and beyond; your call to action then becomes theirs to pass on as well!



*A supporter for Earth Hour Brunei
2014 Copyright WWF Brunei*

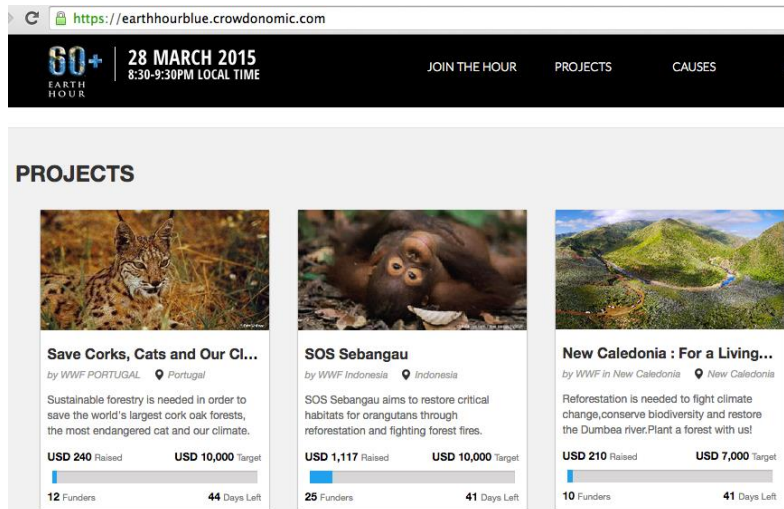
- Use your social network to spread the word on Earth Hour. The more people that get involved, the bigger the impact we can create for our planet! You can also like our page on [Facebook](#), [Twitter](#), [Google+](#), [Instagram](#) or [Tumblr](#) for live updates and more ideas on how to get involved.

REMINDER: Once you've got some ideas of your event, please share your event with us and the rest of the world, and inspire even more people to use their power to change climate change. Register your event on Earth Hour Tracker here at: <http://www.earthhour.org/tracker> and send us your event details through an [online survey here](#).

These sound awesome, but what about things I can continue doing when Earth Hour is over?

We're glad you asked! Living sustainably can be something so simple yet impactful. You could:

- Support Earth Hour to empower us to continue to grow the campaign to change climate change. Do so at: www.earthhour.org/donate
- Support a crowdfunding or crowdsourcing project and join others committed to using the power of the crowd for real impact. Take action here: www.earthhour.org/takeaction



Take a look at all our crowd funding projects over at: www.earthhour.org/crowdfunding

- Inform yourself and others on climate change and its impact on our planet. [Our blog](#) is a great place to get started!
- Switch to LED lights
- Say NO to paper and plastic; use reusable bags as often as possible
- Walk or cycle to places and take public transportations
- Go digital! Only print and make use of paper when necessary and always use both sides when possible
- Eat wisely - Choose to consume sustainably-sourced products and only purchase what is necessary to minimize food wastage
- Shop responsibly - Select products with biodegradable packaging and items made with natural and organic ingredients
- Ditch the disposables; utilize reusable lunch-boxes and water bottles as much as you can

And these actions form just the very tip of the iceberg; there is no limit to a clean and sustainable lifestyle you can choose to live or the actions you can take with Earth Hour.

Everything begins with YOU, the individual, and it's time for us to come together and take a stand in protecting our planet!

Section 3: Event ideas for Communities / Organisations

Communities that come together to leverage upon their collective power and take action for the planet is exactly what helped Earth Hour to achieve its people-powered successes.

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Earth Hour 2014 event in Honduras Copyright WWF Honduras

If your community aims to target or involve an audience that is local,

- Contact your local WWF representative (e.g. contact WWF-Singapore if you are located in Singapore). Visit www.earthhour.org/earth-hour-around-world for more details.
- WWF local offices are the main Earth Hour local organisers in your country, and can provide you with support and resources that are more relevant to your cause

If your community is planning activities on a regional or international scale

- Contact Aanchal at aanchal@earthhour.org as the Earth Hour Global team would most likely be your best point of contact

To get you started, here is a list of possible events for inspiration to take your Earth Hour event to greater heights!

You and your community could:

- Create or attend a picnic-in-the-dark; even better if prepared with organic and responsibly-sourced ingredients and utilising reusable utensils (Find out more about [sustainable food here](#))
- Organize a mass tree-planting activity
- Hold a flash mob or theatrical performance in a popular public area or landmark that is preferably participating in a lights-out
- Use the power of your community to support an Earth Hour crowdfunding or crowdsourcing project on www.earthhour.org/takeaction



[Earth Hour 2014 in Grenada](#)

- Drive awareness for reusable bags or tumblers
- Hold a mass yoga session (Just like Miranda Kerr! [Take a look here](#))
- Create a fundraising event and #UseYourPower to support the various crowdfunding initiatives at: www.earthhour.org/crowdfunding
- Take part in or organise a night marathon or cyclothon around your city



[Albania Cyclothon by Earth Hour Supporters in Albania](#) Copyright WWF Albania

- Screen climate change related documentaries to spread awareness on the importance and urgency of combating climate change right now
- Hold or attend an open concert in a green space (Bonus points for utilising recycled materials as instruments! [Get inspired here](#))

As an entire group dedicated to help protect our environment, the possibilities are endless when it comes to celebrating Earth Hour. Most importantly, have fun while at it and never underestimate the power that a whole community, whether big or small, can possess when it comes to achieving an impact for our planet.



With OUR power, we CAN change climate change!

[Vietnam celebrating Earth Hour 2014](#)

REMEMBER: Once you've got some ideas of your event, please share your event with us and the rest of the world, and inspire even more people to use their power to change climate change. Register your event on Earth Hour Tracker here at: <http://www.earthhour.org/tracker> and send us your event details through an [online survey here](#).

Section 4: Event ideas for Schools

As the leaders of tomorrow, the youth of today have never been more important.

If you are a student or a group of students,

- please refer to the Individuals or Communities/Organisations section

If you are a teacher or administrative personnel, do refer to the list of possible suggestions below:

- Organize an assembly session educating the students about the effects and urgency of climate change, and the numerous environmental actions that can be taken to combat this. Check out possible content material [here](#), [here](#) and [here](#)!
- Hold tree planting sessions for students in any available green space
- Conduct workshops on the climate change awareness



Copyright WWF Belgium

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- Hold a school-wide video competition asking students to present their take on climate change and actions they would commit to. For example: www.earthhour.org.au/schools/
- Conduct biodegradable plant-pot making workshops ([Check out a quick and easy tutorial here](#))
- Set up a recycling alley in a common area, perhaps against a colourful mural, to attract and encourage students to recycle unwanted paper, metal and plastic products. Also place recycling bins in all classrooms or at every classroom level
- Set up compost bins and generate organic fertilizers by collecting leftover food scraps from cafeteria stalls
- Set up pen recycling bins for unwanted or used but refillable pens to be upcycled into art projects. (Send those pens [here!](#))
- Conduct paper-making workshops in which used or unwanted paper scraps are turned into new paper to be used as bookmarks or art materials ([A simple instructional can be found here](#))



Students at a environmental awareness exhibition. Copyright WWF Singapore

We are excited to have schools participate in Earth Hour. As a movement that targets the mainstream audience and harnesses the power of the crowd, involvement of schools would empower youth around the world to take actions, and collectively, make change a reality.

REMEMBER: Once you've got some ideas of your event, please share your event with us and the rest of the world, and inspire even more people to use their power to change climate change. Register your event on Earth Hour Tracker here at: <http://www.earthhour.org/tracker> and send us your event details through an [online survey here](#).

Section 5: Event ideas for Hotels

As one of our most engaged business sectors, it is incredibly exciting whenever hotels come aboard and get involved in this amazing Earth Hour journey. We hope you are able to find great inspiration here on the numerous activities your staff and guest can carry out during and beyond Earth Hour!

Where and how do I register my hotel for Earth Hour and promote the event?

- Register your event on the Earth Hour website at www.earthhour.org/corporates-organisations and we'll keep you posted on all of the latest Earth Hour news. If you are planning a regional or international event then please let the Earth Hour Global

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team know - please contact Emily Walker at emily@earthhour.org to discuss how ways of working collaboratively together.

- Refer to [FAQ 8](#)
- To generate maximum publicity:
 - encourage guest participation through in-room guest letters and posters/electronic signboards in public spaces
 - inform each guest on check-in
 - share the event via your own social media channels and link to the Earth Hour website. You can also like our page on Facebook, Twitter, Google+, Instagram or Tumblr for live updates and to get more ideas on how to get involved
 - start counting down to Earth Hour via Facebook and Twitter
 - cascade messages through team member briefings

How do I hold a lights out in my hotel? (And go beyond this?)

- Increasing chiller temperatures by 1 or 2 degrees
- Turning up air-con/turning down heating
- Switching off non-critical music in lounges and restaurants
- Encouraging guests to reuse towels and linens
- Housekeeping not turning on lights during turndown

How do I host an Earth Hour event for my staff and guests?

- Encourage guests to gather together and celebrate counting down to a lights-out ceremony by offering discounted/complimentary canapés and drinks
- Arrange children's lantern-making classes finishing with a lantern night walk
- Organise a glow-in-the-dark dance performance
- Offer guests the opportunity to dine by candlelight
- Create a special 'Earth Hour' menu featuring local organic and sustainable produce cooked with energy saving methods
- Hold a 'electricity-free cocktail party' or create special Earth Hour themed cocktails in your bars and lounges
- Install a pledge board in the lobby for guests to record their actions or create a digital one via Facebook
- Plan a live unplugged 'jazz in the dark' music night
- For those hotels by the beach, hold a beach clean-up followed by a bonfire party with an acoustic band
- Run a special 'Earth Hour Weekend' promotion where guests will receive an environmentally-friendly gift such as a wind-up torch

The local WWF office in your country can provide you with information on what is happening nearby. To contact your nearest WWF office visit www.earthhour.org/earth-hour-around-world for more details.

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Also, why not use your event to raise money to grow the Earth Hour movement even further and create tangible changes across the world (www.earthhour.org/donate)?

Here are some simple and easy fundraising ideas:

- Incentivise guests to participate in your hotel towel reuse programme e.g. your hotel makes a donation to Earth Hour for each guest that reuses their towels
- Offer guests the opportunity to round-up their food/drinks bills and donate the change to Earth Hour
- Sponsor a beach clean-up – your hotel makes a donation for every item of litter collected
- Give guests the opportunity to make a small donation to enjoy an Earth Hour event you are hosting, e.g. suggest guests make a donation to join in with a children's lantern making class

If there is a local programme that you are interested in supporting then please contact your local WWF office at www.earthhour.org/earth-hour-around-world

Because of you, Earth Hour can and has been so powerful and impactful. Through collective action, every event, commitment, and idea counts towards something greater. Together, let's use our power to fight climate change and protect our planet!