

EARTH HOUR 2015 FAQs

1. What is Earth Hour?

Earth Hour is a global campaign to showcase what can and is being done all over the world to combat climate change. Earth Hour is a worldwide initiative showing how individuals, communities, businesses and governments can address the threat of global warming if we resolve to work on it together.

Earth Hour unites communities, ushering in a new era of environmental consciousness by encouraging personal accountability and behavioural change to facilitate a low-carbon lifestyle.

The highlight of the Earth Hour campaign will see hundreds of millions of people from different races, religions, cultures and socio-demographic turn off their lights, united in celebration and contemplation of the one thing we all have in common – our planet.

2. When does Earth Hour take place?

Earth Hour 2015 will be held on Saturday, March 28, between 8.30PM and 9.30PM.

3. What does Earth Hour ask people to do?

Earth Hour encourages individuals, businesses and governments to show leadership on climate change through their actions, to use Earth Hour as a platform to showcase to the world what measures they are taking to reduce their carbon footprint.

Earth Hour asks everyone to take personal accountability for their climate impact and make behavioural changes to facilitate a low-carbon lifestyle. Taking the first step is as easy as turning off your lights.

By switching off your lights for Earth Hour you are making a statement on the indiscriminate threat of global warming and a commitment to a low-carbon lifestyle.

As a partner we invite you to encourage all to:

1. Switch off or dim their non-essential lights, including streetlights, signages and key monuments, during this global 'lights out' event on Saturday, 28 March at 8:30pm for one hour.
2. Release a memorandum inviting your constituents to join and be part of Earth Hour 2014.
3. Promote the Earth Hour 2015 to your officers, staff, employees and constituents.
4. Document your own Earth Hour event and send to WWF, which shall upload the photos online to showcase endeavors to celebrate Earth Hour 2014 around the country.
5. Mobilize the private sector within your jurisdiction to support Earth Hour by switching off their signage lights or some of their lights in their facilities, as their operations/business will allow
6. Pledge to go "*Beyond the Hour*" and be a *Climate Champion* by publicly promoting renewed ways/practices/programs of initiating change, which can include environmental projects/actions that the offices and individuals are willing to undertake throughout the year.
7. Log in and register support at the Earth Hour Pilipinas website via www.wwf.org.ph/earthhour.

4. How long has Earth Hour been going on?

Earth Hour began in one city in 2007 when more than two million individuals and two thousand businesses in Sydney, Australia turned off their lights for one hour.

The following year, Earth Hour reached 370 cities and towns in more than 35 countries across 18 time zones, as the campaign shifted from a one-city event to a global action. Fifty million people around the world switched off their lights for Earth Hour 2008. Global landmarks including the Golden Gate Bridge, Rome's Coliseum, Sydney Opera House, Coke billboard in Times Square and the Burj al Arab in Dubai darkened for one hour.

Earth Hour 2009 created history as the greatest voluntary action ever witnessed, representing the first ever global vote. Registrations, polling and energy reduction levels indicate that hundreds of millions of people voted Earth over Global Warming with their light switch in 4159 cities, towns and municipalities across 88 countries, including 73 national capitals and 9 of the world's 10 most populated cities. With 647 major towns and cities switching off, the Philippines was heralded as the top Earth Hour country in terms of participation.

Earth Hour 2010 succeeded in being a global call to action to stand up, to take responsibility, and lead the global journey to a sustainable future. A record 128 countries and territories took part and iconic buildings and landmarks from Asia Pacific to Europe and Africa to the Americas stood in darkness.

In 2011, it has spread and grown to include 5251 cities in over 135 countries for Earth Hour 2011. A record-breaking 1661 Filipino cities and municipalities went dark. But Earth Hour doesn't stop here, capitalizing on the potential of every individual as the solution; it shall continue to ignite the green imagination of many Filipinos for years to come.

In 2012, the country clinched the top spot for four straight years with 1671 cities, provinces and municipalities participating. Rough estimates peg the power saved to be at least 362MWh during the 60-minute blackout: a drop of 214MWh was recorded for the Luzon grid, 91MWh for Mindanao and 57MWh for the Visayas.

Earth Hour 2013 pushed for the promotion of the 'I Will If You Will' (IWIYW) campaign. The IWIYW campaign empowers individuals, groups, businesses, institutions and organizations to share a dare or challenge with the world by asking everyone *"What are you willing to do to save the planet?"* The campaign centralized in forming a 'social contract' between two parties where one party is connected to a 'promise' and the other party to a 'challenge.' Participants were encouraged to share their dares through social media. It encourages the spread of the spirit of environmental awareness and protection by uniting people to a common goal of saving the planet in a positive and interactive way.

Last year, Earth Hour global community launched **"Earth Hour Blue"**, the first crowdfunding platform for the planet. This campaign allowed individuals to fund environmental and social projects of their choice through an online donation. Last year, WWF Philippines launched *"Bancas for the Philippines"* as its Earth Hour Blue project in response to the need of fishermen affected by the onslaught of Typhoon Yolanda. This year, WWF-Philippines is urging the world to support ***"The Gift of Light: Lighting Up an Off-Grid Community in the Philippines"***. Earth Hour Philippines shall *give the gift of light* by distributing solar lamps to fish ranchers and seaweed farmers in Beton, an offshore community in Taytay, Northern Palawan. Their children will be able to study at night without the risk of fire and the prohibitive expenses of buying kerosene. This is a WWF solution.