

EARTH HOUR 2015 ACTION KIT



EARTH HOUR

What is Earth Hour?

Earth Hour began in Sydney, Australia in 2007 as a symbolic event that galvanizes people to take a stand against climate change. Today, it is the world's largest voluntary mass action for the environment, annually uniting over 150 nations via a 60-minute switch-off.

***This 2015, Earth Hour will be on March 28,
8:30 PM!***

Earth Hour's global focus is using the power of the crowd and engaging millions to Change Climate Change.



Earth Hour in the Philippines

The Philippines absorbs some of the world's most violent typhoons, and has had to adapt to climate change earlier than most countries. Yet, it is home to a resilient and cheerful people who have been championing Earth Hour since 2008.

Spearheaded by WWF-Philippines plus an ever-growing list of private and public allies, Earth Hour Philippines capitalizes on the Filipino attitude of *bayanihan* or fellowship.

Like wildfire, the movement to promote sustainable consumption has spread to over 1600 cities, towns and villages. Having topped Earth Hour's town and city participation levels since 2009, the Philippines continues to blaze fresh, fun trails in localizing the language of climate solutions.



Celebrate the Hour

Join the Earth Hour Philippines Official Switch-Off Event
at the Quezon City Memorial Circle
on March 28, Saturday!



Give the Gift of Light



About 15 million Filipinos have no access to electricity.

Living in far-flung communities which are not directly connected to power grids, they instead rely on expensive and highly-flammable kerosene to light up their homes.

This year, Earth Hour Philippines shall give the gift of light by distributing solar lamps to Beton Island, a remote isle in Palawan province. 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.

Millions of Filipinos will still use kerosene lamps tonight. Help light up their future with solar power now.

Keep Your Event Green

If you are staging your own Earth Hour event, we encourage you to keep your event as green as possible. Here are some tips on producing a sustainable event!



- ✓ Organize your event at a location that is easily accessible by public transport so that your guests can get there easily by bus, train, or even by jeepney!
- ✓ Check your suppliers' green policy before you work with them for your event.
- ✓ Email invites and posters as far as possible. Use paper that is recycled or certified by the Forest Stewardship Council (FSC) if you need to print materials.
- ✓ Consider using recyclable or reusable utensils.
- ✓ Compost organic matter, and organize for leftovers to be collected by a local charity.

Go Beyond the Hour

Turn the inspiration one hour into the actions of every hour. Here are simple things you can do beyond the hour to magnify the positive impact you'll have on our planet.

Unplug your appliances when not in use.

Install energy-efficient light sources like LEDs.

Take the stairs instead of using the elevator, when possible.

Bring a reusable eco-bag.



Choose products with reusable containers.

Turn off your lights when not in use.

Use water efficiently at home.

Bring your own water tumbler to work.

USE YOUR POWER TO CHANGE CLIMATE CHANGE

wwf.org.ph/earthhour

#EarthHourPHL

