



WWF

TOOLKIT

2014



Conservation

Climate Change

Sustainability

WWF's Earth Hour 2014

8.30pm Saturday 29 March 2014

A guide for iconic buildings & landmarks



WWF'S
GLOBAL
EVENT



Supporting WWF's
work in Scotland



**AN HOUR OF
DARKNESS TO
PROTECT OUR
BRILLIANT
PLANET**

WWF'S EARTH HOUR IS AN EXTRAORDINARY EVENT THAT FOCUSES THE WORLD'S ATTENTION ON OUR AMAZING PLANET, AND HOW WE NEED TO PROTECT IT

At 8.30pm on 29 March, hundreds of millions of people will turn off their lights for one hour, on the same night, all across the world in a huge, symbolic show of support for action on climate change and for a more sustainable future. It's always a memorable and spectacular event with cities, communities and landmarks across the globe going dark for the hour.

But Earth Hour is more than just one hour of darkness it's our chance to be the difference that we need to protect our planet today and every day. By signing up you send a message that you support action on climate change and want to protect our planet and the people and wildlife that depend on it for food, water, fuel...even the air that we breathe. Be part of Earth Hour, to make sure that climate and planet friendly decisions are made at the highest levels.

It's never been more vital to make our voices heard. Sign up and switch off for WWF's Earth Hour to protect our brilliant world.

Switch off your lights at 8.30pm on Saturday 29 March and help us spread the word. Get involved at :

www.wwfscotland.org.uk/earthhour

#earthhour

#doitinthedark

We'd like to work with you to help make Earth Hour 2014 a huge success in your area.

Turning out the lights is just the beginning..

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WHAT CAN ICONIC BUILDINGS DO FOR EARTH HOUR 2014

WWF's Earth Hour in Scotland was another huge success in 2013. Thousands of people across Scotland joined hundreds of millions in a record 154 countries to switch off their lights and show their concern about the impact climate change is having on people and the natural world.

Simultaneously, over 100 national and local landmarks plunged into darkness, including Edinburgh Castle, Forth Rail Bridge, Clyde Arc, Falkirk Wheel and Inverness Castle along with international landmarks such as Sydney Opera House, Table Mountain, the Brandenburg Gate, Tokyo Tower and the Empire State Building.

Hundreds of schools, universities, businesses, local authorities and organisations also got involved and the event received cross-party political and Scottish Government support.

As an iconic building or landmark, you can play a vital role in showcasing Earth Hour, reducing carbon emissions, promoting sustainability and engaging with your community.

Help us to continue to be world-leading.

Switch Off:

- Turn off the lights in your buildings and offices for one hour on 29 March 2014 at 8.30pm.

Take Part:

- Promote WWF's Earth Hour to staff through emails and intranet, encouraging them to sign up as individuals at and take part in the event on a personal basis.

Engage:

- Make use of your website, newsletters, twitter and facebook to encourage members of the public to sign up, demonstrating your support for action on climate change.
- Organise your own Earth Hour event such as a countdown to the big switch off, a candlelit dinner, concert or ceilidh or even a historic or ghost tour of your building.





“Taking part in WWF’s Earth Hour is a great way to show your commitment to protecting our precious environment. Support for Earth Hour right across Scotland in previous years has been extraordinary, and I hope we can build on that. I am delighted that the Scottish Government will continue to play a leading role again this year.

We hope that local authorities and public bodies across Scotland will once again also play their part in this global initiative and help demonstrate Scotland’s lead in tackling climate change.”

Mary McAllan,
Director for Energy and Climate Change, Scottish Government.

Promote the event

- Promote your involvement in the event to partners, suppliers and other organisations with whom you have links and encourage them to take part.
- Get in touch with local media to tell them about your involvement in WWF’s Earth Hour. You can use this opportunity to showcase some of the other work you are doing in relation to climate change, renewable energy or other sustainability issues.

Raise awareness

- Use WWF’s Earth Hour as a chance to raise awareness across staff of your action on reducing emissions. This could support any work you are doing with staff within the workplace as part of a wider, longer-term strategy to reduce carbon emissions from your own buildings.
- Spread the word about WWF’s search for environmental ‘Hidden Heroes’

Do you know a Hidden Hero?

WWF’s Hidden Heroes is a nationwide search for the inspirational people making a difference for the environment in their school, business or community – for example, a pupil who raises funds for a school garden; a colleague who promotes greener lifestyles and sustainability in their office, or a local neighbour who works hard raising awareness of environmental issues through conservation days.

Your Hidden Hero could receive a prestigious Earth Hour award - find out how to nominate them **at www.wwf.org.uk/hiddenheroes**

IDEAS FOR EARTH HOUR 2014

Just some of the many amazing activities that took place all across the country in 2013:

Edinburgh Castle

Edinburgh Castle played host to an WWF Scotland Earth Hour photo opportunity. This saw the creation of a LED globe and number 60 on the castle esplanade, created with the help of school pupils from Currie Community High School. Other participating Historic Scotland properties included Arbroath Abbey, Castle Campbell, Inverness Castle and Urquhart Castle.

Isle of Skye

As well as switching of iconic castles including Eilean Donan and Inverness, Highland Council organised a nighttime walk. Highland Council Rangers led members of the public on a discovery of astronomy and nocturnal wildlife.

Falkirk Wheel

As well as switching off its striking lighting once again, the Falkirk Wheel team promoted Earth Hour to visitors social media and online and helped to find WWF's 'Hidden Heroes'.

Arbroath Old & Abbey Church

Arbroath's Old & Abbey Church have held several candlelit events for Earth Hour including concert recitals and film screenings.

Ayr Town Hall

South Ayrshire Council working with the Ayr Townscape Heritage initiative turned the centre of Ayr into a solar garden for the weekend with musical and glowing exhibits all created without the aid of electricity.

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SUPPORT AND RESOURCES

For up to date information and access to resources, visit wwfscotland.org.uk/earthhour

On these pages you will find:

- Links to the online sign-up page
- Links to useful resources
- Updates on what's happening in Scotland

As WWF's Earth Hour approaches we'll also provide you with a newsletter and facebook text as well as tweets for you to use in your promotion work. Make sure you check out our own social media activity on Twitter [@wwfscotland](https://twitter.com/wwfscotland) or on Facebook at www.facebook.com/wwfscotland
#earthhour
#doitinthedark

We'd like to work with you to help you make Earth Hour 2014 a huge success in your area. Please contact us to find out more.

Contact:

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Earth Hour in numbers

100%

support from Scottish Local Authorities for Earth Hour in 2012

100+

iconic buildings switched off in Scotland



871

schools in Scotland participated last year

58%

of all MSPs supported Earth Hour 2012



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 with nature.

wwfscotland.org.uk