

Earth Hour **Corporate Engagement** **Handbook**



Hi there,

We're so excited to have your team join us in creating the #BiggestHourForEarth!

We believe that organisations big and small can contribute significantly to the growth of our movement. Whether you're a small business, non-profit organisation, or multinational corporation, **all you have to do is Give an hour for Earth by spending 60 minutes doing something – anything – you love that's positive for our planet, and inspire those around you to do the same!**

Together, we can turn a single Earth Hour into thousands and millions of action and impact for our one shared home. We can't wait to create the **#BiggestHourForEarth** together!

Love,
The Earth Hour Global Team

About Earth Hour

& the power of collective action

Earth Hour: Our story

It all began on Saturday, 31 March 2007. The world's first Earth Hour in Sydney, Australia, saw more than 2.2 million people turn off their lights for one hour to show a climate-sceptic government that people were concerned about climate change.

Since then, Earth Hour has grown to be the **largest grassroots environmental movement**, reaching millions of people across more than 190 countries and territories.

We've also become **more than a climate-focused movement, sparking awareness and driving action on both climate change and nature loss** – two of the biggest existential threats to people and the planet.



Earth Hour: The road to 2030

The world has changed drastically since our movement started in 2007. Our planet has already been warmed by 1.1°C above pre-industrial levels and we are on course to hit a possible 1.5°C increase by 2030. The next few years are therefore crucial to all our futures – we must stay under the 1.5°C climate threshold.

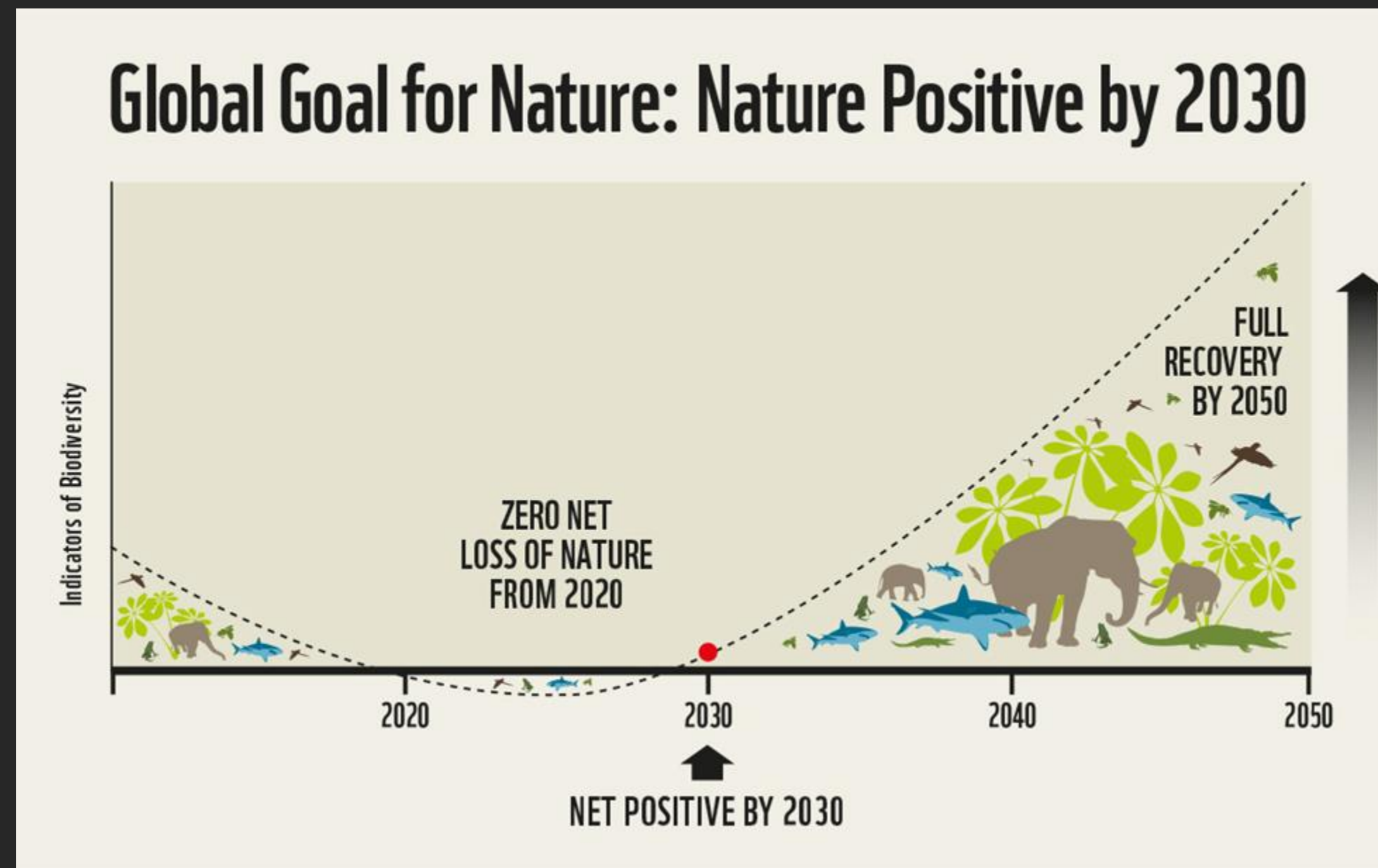
An essential ally against the climate crisis is nature. Yet, we are losing nature at an alarming and unprecedented rate, putting species at risk of extinction and placing us in grave danger. According to the [Living Planet Report 2022](#), we've seen an average 69% decrease in monitored wildlife populations between 1970 and 2018.

But in 2022, at COP15 – the United Nations Conference on Biodiversity – a landmark commitment to halt and reverse biodiversity loss by 2030 was agreed by over 190 countries, a historic global goal hailed as the equivalent to the 1.5C° target set out by the Paris Climate Agreement of 2015.

Now, the real work starts – 2030 is only six years away. Individuals, communities, businesses, and governments must all step up their actions for nature, climate, and our one home to secure a **Nature Positive world**.

Earth Hour: The Road to 2030

Nature Positivity in a nutshell



A [Nature Positive](#) world by 2030 means we end the decade with more nature than we started, not less.



Watch these videos for more information on [what Nature Positive means](#), and [how we can measure it](#).

Earth Hour:

Why nature matters to business



Nature underpins everything.

The air we breathe, the water we drink and the food we eat all rely on functioning natural systems and the production of common goods, livelihoods and our health and wellbeing also rely on nature.



Over 50% of global GDP is dependent on nature.

Businesses are more dependent on nature than previously thought, with approximately \$44 trillion of economic value generation moderately or highly dependent on nature. Construction, agriculture, and food and beverages are the largest highly nature-dependent industries.



It's vital that we reverse the loss of biodiversity – the variety of life on Earth and places where they live.

And it's vital that we restore destroyed and deteriorated ecosystems as they underpin a healthy natural world.



Protecting nature is a key solution to counteracting the effects of climate change.

We can't beat climate change without protecting nature nor re-establish a thriving natural world without a stable climate.

Earth Hour: Creating the Biggest Hour for Earth

With this 2030 goal in mind, we too must step things up. So we're breathing new life into Earth Hour, into our work and into our message, creating the **Biggest Hour for Earth**.

How? By inspiring our supporters across the globe – from Asia and Africa to North and South America, Oceania and Europe – to **Give an hour for Earth**, spending 60 minutes doing something – anything – positive for our planet.

So join us. Let's work together to turn a single Earth Hour into thousands and millions of hours of action for our one shared home.

Earth Hour is moment of unity that brings the world together, shines a spotlight on nature loss and the climate crisis, and inspires millions more to act and advocate for urgent change.

This Earth Hour, join us at **8:30pm local time** to switch off and give an hour for Earth.



Earth Hour: Our Global Call-to-Action

Switch off. Give an hour for Earth.

'Switch off' remains a core part of Earth Hour's legacy and DNA.

Let's continue to do our symbolic 'switch off' globally on the night of Earth Hour, in all territories where this is relevant and applicable.

As we work toward our 2030 Nature Positive goals, we're asking our supporters to Give an hour for Earth, going beyond simply switching off and doing something – anything – positive for our planet.

These activities to 'Give an hour for Earth' do not necessarily need to be done in the evening – they can be done in the daytime as well!

Looking back: Earth Hour Highlights

Check out past years' highlights on [Earth Hour Global's YouTube Channel](#)!



***Why* should your team join the
#BiggestHourforEarth?**

Businesses as the catalyst for change

Leadership in Sustainability

- ✓ **Demonstrating Commitment:**
Businesses participating in Earth Hour demonstrate their commitment to environmental sustainability.
- ✓ **Setting Precedents:**
By joining this global movement, businesses set a precedent within their industry, encouraging other companies to follow suit.

Reducing Carbon Footprint

- ✓ **Energy Efficiency:**
Participation often involves turning off non-essential lights and electrical equipment, directly reducing energy consumption and carbon emissions.
- ✓ **Long-Term Changes:**
Earth Hour can be a catalyst for implementing longer-term sustainability measures within the organization, like energy-saving practices and waste reduction strategies.

Businesses as the catalyst for change

Employee Engagement and Corporate Culture



Building Team Spirit:

Earth Hour initiatives within the company can foster team spirit and a sense of shared purpose among employees.



Empowering Employees:

By involving employees in sustainability planning and actions, companies empower their workforce to contribute to environmental causes.

Customer Engagement and Brand Image



Connecting with Consumers:

Demonstrating a commitment to the planet resonates with consumers, particularly those who prioritize sustainability.



Enhancing Brand Image:

Participation in Earth Hour can enhance a company's brand image, associating the brand with positive environmental action.

Businesses as the catalyst for change

Innovation and Sustainability Goals



Encouraging Innovation:

Participation in Earth Hour can inspire businesses to innovate in their products and services to be more eco-friendly.



Aligning with Global Goals:

Involvement aligns with global sustainability goals, like the UN Sustainable Development Goals, reinforcing the company's global citizenship.

Networking and Collaborations



Joining a Global Community:

Businesses become part of a global community of like-minded organizations and individuals.



Potential Collaborations:

Participation opens doors for collaborations with NGOs, government agencies, and other businesses for sustainability projects.

How can your team
'Give an hour for Earth'?

Planning to Give an hour for Earth as a team?

Here's how you can get started:

STEP ONE: SWITCH OFF

Organise an office- and/or outlet-wide switch off

On the night of Earth Hour, go beyond switching off the office lights – which should be off on a Saturday evening anyway. If you have a physical space for your consumers or guests, explore the possibility of switching off all non-essential lights as well at 8.30pm on Earth Hour.

HOW TO GET STARTED

1. Draft an email to all your teammates to get them on board and celebrate Earth Hour
 2. Share this handbook with them
 3. Get everyone to document the moment and share it on social media! Be sure to tag #EarthHour and #BiggestHourforEarth in your stories and posts.
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1. Beyond Earth Hour, explore the possibility of switching off non-essential lights and other energy sources on a regular basis.

Planning to **Give an hour for Earth** as a team?

Here's how
you can get
started:

STEP TWO: GIVE AN HOUR

**Plan a series of 'Give an hour' activities
for everyone to join in!**

**CHECK OUT THE NEXT SLIDE FOR
INFORMATION ON HOW YOU CAN GET
STARTED**

Giving an hour for Earth means spending 60 minutes doing something – anything – positive for our planet.

So here is a checklist of 3 key guiding criteria for each of your ‘Give an hour’ activities.

Once you’ve fulfilled all 3 criteria, you’ll know for sure that your activities count as Giving an hour for Earth!

✓ **Intentional, meaningful, or impactful at mass-scale**

Collective impact can be achieved when participants actions that allow them to **reconnect with our planet, restore our planet, learn more about our planet, or inspire others to care for it.**

✓ **Easy, convenient, accessible**

Barrier to entry should be low. Anyone should be able to give an hour for Earth anywhere, in any way that suits them.

✓ **Enticing – fun, engaging and exciting**

Giving an hour for Earth shouldn’t feel like a ‘sacrifice.’ It should be an enjoyable experience, aligned with aligned with a variety of lifestyles, habits and interests *outside the environmental space*, via one of these 6 categories:

Food

Fitness &
Wellness

Entertainment

Arts &
Creativity

Sustainability

Nature

Here are some examples of 'Give an hour' activities that you can do with your team!

Cozy up the office and host a movie screening of an awesome nature documentary!

Entertain and get educated at the same time as the team watches Our Planet together.

Let nature power your office's next moment of calm

Time to get out of the office? Organise an outdoor yoga or meditation session for the team.

Make your palettes happy with yummy planet-friendly dishes!

Attend a plant-based cooking workshop as a team and get to bond over food.

Craft chic upcycled clothing or home decor.

Bring out the creativity in your colleagues! Organise a zero-waste design contest and reward the winner(s) with zero-waste prize(s).

Impress your colleagues and business partners with a meal at a planet-friendly restaurant

Planning a team or business meal? Support a healthier planet as you dine!

Visit an epic exhibit about our planet

Have a team of creatives minds? Take the team out to visit a local natural history or sustainability exhibition!

Get outside and let the thrill of a good outdoor activity remind us of our love for the planet

As a team, pick an outdoor activity to do together - whether it's hiking, kayaking, camping, or otherwise, have fun and reconnect with nature.

Assemble a nature clean-up crew

Ready for a fun time at the beach? Organise a beach clean-up competition! The one with the heaviest bag of trash wins!

Practical tips for hosting in-person events

- **Host your event in an accessible location** that is walkable from most public transportation hubs to encourage maximum turnout and discourage event-goers from driving to the event (resulting in a higher carbon footprint) and include notes about accessibility for differently-abled participants.
- If you're catering food for your event, try to **use sustainable or local food sources** as much as possible to minimize waste and your carbon footprint.
- **Minimize waste** by encouraging event-goers to bring their own containers and cutlery when organizing events that provide food OR provide edible plates and cutleries instead of disposables.
- **Reduce unnecessary paper and disposable plastic usage** as much as possible.
- **Provide recycling bins** at your events, and encourage your participants to recycle their waste. You can also provide compost bins for food waste.
- **Rent/re-use set-up equipment and decorations** as much as possible, instead of buying new ones.
- **Check national health guidelines on hosting public events** before organizing one, and make a decision based on the advice provided by your Health Ministry. Where appropriate and to be sensitive to participants, encourage your attendees to wear a mask and maintain social distancing.

**How can your team
go *beyond* the Hour?**

Here are some examples of how your company can go Beyond the Hour!

Go paperless!

Implement paperless processes and digital documentation to minimize paper waste or switch to FSC paper only where needed.

Reduce, reuse and recycle.

Set up a recycling program in the office to encourage employees to reduce, reuse and recycle to minimise waste.

Reduce carbon emissions.

Implement energy-efficient technologies and practices across operations, buildings, and production processes to minimize energy consumption and reduce carbon emissions.

Use renewable energy sources.

Transition to renewable energy sources, such as solar or wind power, to power facilities and operations, reducing dependence on fossil fuels.

Support sustainable suppliers.

Collaborate with suppliers to assess and improve the sustainability of the entire supply chain, focusing on responsible sourcing, transportation efficiency, and waste reduction.

Invest in environmentally responsible projects.

If you're a financial institution, allocate investments to environmentally responsible projects, aligning financial strategies with sustainability objectives to facilitate the shift towards a low-carbon economy.

Commit to Science Based Targets.

Join and commit your company to SBTi targets to reduce greenhouse gas (GHG) emissions.

Partner with WWF!

Partner with WWF for conservation expertise, guidance, and a global network, enhancing the commitment to achieve net-zero emissions by 2030.

Partner with WWF: [Contact](#) your local WWF office to explore a partnership.

**Plug in to the
#BiggestHourforEarth**

Challenge yourself and your community to do these activities throughout the month of March and **Give more hours for Earth!**

When doing so, don't forget to post on social media and use the hashtags **#BiggestHourforEarth** and **#MyHourForEarth**, so we can celebrate and share your actions.

See you on Earth Hour at **8.30pm local time!**



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Marketing Assets & Guidelines

Earth Hour Marketing Assets



You're invited to use Earth Hour's marketing materials on your internal and external communications channels! Visit [this brand resource center](#) to download and use the following open-source assets:

- Earth Hour Logos
- EH Print Ads
- EH OOH Ads
- EH Email Signature
- EH Virtual Background
- Social Media Assets
 - Social Media Templates
 - Social Banners
 - Countdown Assets

Please note: Please do not use the WWF logo in your communications unless you have a signed contract with WWF.



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For more information and supporting materials to promote Earth Hour, check out [this page](#) on our website.

Follow us:

