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## SECTION 1: Introduction to Earth Hour

### Summary:

On March 28 at 8:30 p.m., the world will turn off its lights for just one hour – Earth Hour – to show it is possible to take action on climate change and demonstrate that our individual action adds up to make a big difference. Switching off your lights is just one simple action that you can take to help and it sends a powerful message that we care about our planet.

Last year, WWF pioneered Earth Hour globally and it was a huge success! More than 30 countries participated. In Canada, almost 10 million people participated in more than 150 cities across the country.

This year, WWF wants even more people to participate but we need your help to make it happen. It is important people understand that we each have an important role to play in the fight against climate change. Our everyday actions, like turning off unnecessary lights, add up to make a big difference. Individual action is also important because it sends a strong signal to business and government that Canadians want action on climate change.

### Objectives:

1. Sign-up your business for Earth Hour at [www.EarthHourCanada.org](http://www.EarthHourCanada.org)
2. Encourage your employees, customers and tenants to participate in Earth Hour by turning off all non-essential lighting on March 28 at 8:30 p.m. for one hour. Utilize internal and external communication channels to help encourage as much participation as possible (e.g. posters, advertising, intranet, etc.)
3. Educate your employees on the threat of climate change and show leadership by putting in place good environmental practices. For example – double sided printing, using energy efficient lighting and equipment, etc... Also encourage employees to make similar changes at home.

## SECTION 2: Why your business should support Earth Hour

### What does Earth Hour mean for my business?:

Businesses are integral to making Earth Hour a success and there are many ways businesses can support Earth Hour. Earth Hour is not about telling companies how to conduct business. Rather it is about individual action and an opportunity for businesses to show leadership within their communities. We are encouraging businesses to turn off their exterior lights, including signs, as well as internal lights (excluding lighting for safety), and to ask their employees and customers to participate.

### Why your business should support Earth Hour:

Climate change is the biggest environmental threat to our planet and the number one concern for Canadians. We are already seeing its impact. Participating in Earth Hour is a simple way to show that you want to be a part of the solution and sends a powerful message to others that, together, we can make a difference.

A poll by Angus Reid commissioned by WWF-Canada last year also showed that people felt more positive about companies that participated in Earth Hour:

- 84% of Canadians would feel more positive about a company or organization that participated in Earth Hour
- 75% of Canadians would be more likely to buy the company's products/services
- 74% of Canadians would be more likely to recommend the company to friends and family

## **Facing a global deadline:**

The world is up against a deadline to stop dangerous climate change. In 2012, the Kyoto Accord, the most significant international agreement to control greenhouse gas emissions, will expire.

In December, 2009, world leaders, including Canada's Prime Minister, will meet in Copenhagen to try and establish a new agreement which extends past Kyoto. It is important to start this process now because the process will take 2-3 years for ratification and to ensure a seamless transition.

Scientists are showing that climate change is happening even faster than we thought. These global negotiations represent one of the last opportunities for responsible governments to put the brakes on spiraling temperature increases and protect the Earth's weather systems and ecosystems, communities and livelihoods from irreversible harm.

Climate change is a global problem that requires global cooperation. Our nations' leaders must work together to achieve a fair, effective, science-based treaty in Copenhagen. We must dramatically cut global greenhouse gas emissions by 25-40% by 2020 and at least by 80% by 2050 compared to 1990 levels. This is the 'hour of truth' for the planet. By participating in Earth Hour, you are demonstrating to the world's leaders that you want to see them take immediate action to reduce greenhouse gas emissions.

## **SECTION 3: What your Business Can Do**

### **What your business can do:**

The following information provides ideas on how you and your business can be part of Earth Hour. We encourage you to communicate your participation in a variety of ways. These can include targeted e-mails, announcements, inclusion on your website, use of online Earth Hour banners, television and print advertising, text messaging, posters, and promotions via internal committees.

1. Sign-up for Earth Hour at [www.EarthHourCanada.org](http://www.EarthHourCanada.org) and commit to turning off unnecessary exterior and interior lights on March 28 at 8:30 p.m. (mindful of safety and emergency lighting).
  - *Ensure to notify the building managers to coordinate the logistics of switching off non-essential lighting, including neon lights and external signage. For leased properties, communicate with tenants to ensure they are aware and ready to participate.*
2. Promote Earth Hour to your tenants and staff, using internal communication channels.
  - *Your participation in Earth Hour is something you can be proud of! It connects you with individuals and organizations that are also committed to environmental conservation. Communicating your participation, as well as any other steps you are taking to reduce your footprint and inviting others to join you, will create opportunities to have fun and engage with the Earth Hour community.*
3. Consider what else can be done within the workplace to drive change in behaviour and practices to reduce greenhouse gas emissions.
  - *Earth Hour is not just about one hour, it is about making long-term changes to the way we use resources both in the workplace and at home. WWF-Canada can help you. Visit [wwf.ca](http://wwf.ca) to learn more.*

4. Tell us what you are doing for Earth Hour and we will use your company as an example to others in media opportunities and on our website.
  - *Earth Hour has many opportunities to feature what your business is doing to support the initiative from media and public relations through to the Earth Hour website and email bulletins. Tell us what you are doing so we can tell the community by emailing [earthhour@wwfcanada.org](mailto:earthhour@wwfcanada.org).*
5. Tell your customers what you are doing for Earth Hour – post a link on your website, add the logo to your advertising and let the world know that you support action on climate change.
  - *Support Earth Hour by putting up and distributing posters, postcards, donating advertising space or running your own co-branded Earth Hour advertising campaign. You can modify existing Earth Hour advertising products – posters, postcards, print, radio, television, outdoor and online advertising – to include your brand and specific Earth Hour message or create new advertising.*
6. Other Ideas
  - Financially support Earth Hour or donate products/services in-kind
  - Host an Earth Hour party or event
  - Provide volunteers for Earth Hour
    - Earth Hour is in need of people to help spread the Earth Hour message. Please check out the download section on [www.EarthHourCanada.org](http://www.EarthHourCanada.org)
    - People with specialized skills in media, marketing, data analysis, etc. are also valuable

## SECTION 4: Tools and Resources

There are several documents created to help your business communicate the Earth Hour message. These documents are all available on the Earth Hour website in the download section at [www.EarthHourCanada.org](http://www.EarthHourCanada.org).

- **Posters**
  - There are several versions of the Earth Hour poster available in colour, black and white and in French for public use.
- **Logos**
  - English and French logos are available for use in black and white or colour. Please see the accompanying logo guidelines for appropriate use.
- **Earth Hour Summary**
  - This document is a top line summary of Earth Hour, including origins, reasons for participating, overall objectives of the campaign and what you can do for the cause.
- **Communication Toolkit**
  - This document lists the collateral that is available for public use, where to find it, how to install it and the accompanying guidelines for logo use.
- **Why Businesses Should Participate Letter**
  - A letter from the CEO of WWF-Canada encouraging businesses to sign up for Earth Hour
- **Additional Collateral**
  - Available online are banners, an online countdown clock and a sign up widget - all for public use

## SECTION 5: Ideas for Making Earth Hour Unique

### Restaurants:

- During Earth Hour, turn off all non-essential lighting at your establishment, including external signs, and try to dim any internal lights that can't be turned off.
- Post a sign in your window or on your door inviting guests to join you on the evening of Earth Hour. This will let patrons know that your restaurant is participating in the event.
- Place a reminder about Earth Hour on tables, at bars, or in bathrooms.
- Promote your involvement with Earth Hour to patrons as they call or email for reservations.
- Do something special for Earth Hour – create a special menu or cocktail, serve your guests by candlelight, and reduce non-essential lighting where possible. Have fun and be creative!
- Encourage your service staff to talk to patrons about Earth Hour and any related events or menus that have been created to celebrate.
- During the event, take pictures of your guests both in and outside your establishment and send them to [earthhour@wwfcanada.org](mailto:earthhour@wwfcanada.org) along with any success stories.
- Post information about Earth Hour on your website. Web banners and logos are available for download at [www.EarthHourCanada.org](http://www.EarthHourCanada.org)

### Hotels:

- Advise each guest upon check-in about Earth Hour. The message is *“our hotel has committed to Earth Hour and we would appreciate your support to demonstrate our commitment by turning off the lights in your room”*
- Encourage guests to register online at [www.EarthHourCanada.org](http://www.EarthHourCanada.org). Set it as the homepage on guest computers.
- During Earth Hour encourage guests to turn off their lights. A sign can be positioned at reception and outside the guest elevators.
- During Earth Hour, around 9:00 p.m., stand outside your hotel to get a picture of what rooms have turned off their lights. Using two way radios, visit the rooms with lights on and remind guests about Earth Hour and that it is a voluntary commitment. If guests are out of the room, turn the lights off.
- Encourage your hotel restaurant to have a candle light dinner that night or to create special Earth Hour themed menus.
- Pre-record a voicemail to be sent to all of the rooms informing the guests of Earth Hour.
- Post information about Earth Hour on your website. Web banners and logos are available for download at [www.EarthHourCanada.org](http://www.EarthHourCanada.org)
- Take a picture of the hotel the night before and then take one during Earth Hour and send them to [earthhour@wwfcanada.org](mailto:earthhour@wwfcanada.org)

## Retailers:

- Turn off all non-essential lighting at your store, including external signs, and try to dim any internal lights that cannot be turned off.
- Promote your involvement in Earth Hour to your staff and customers and encourage them to participate as well. This can be done in-store or through existing advertising channels.
- Do something special for Earth Hour – have customers shop by reduced lighting, candle light or have an Earth Hour promotion – maybe sell some eco-friendly tops or travel mugs... Be creative!
- During the event, take pictures of your store to capture your participation and send them to [earthhour@wwfcanada.org](mailto:earthhour@wwfcanada.org) along with any success stories.
- Post information about Earth Hour on your website. Web banners and logos are available for download at [www.EarthHourCanada.org](http://www.EarthHourCanada.org)

## Property Owners:

- Advise your resident board members that you will be participating in Earth Hour. Place signage in all elevators and resident common areas (i.e.: fitness room, mail room, party room, lounges, building entrances, etc). The message is *our building has committed to Earth Hour and we would appreciate your support to demonstrate our commitment by turning off the lights in your suite or unit.*
- Work with building management to create and distribute a residents' letter about Earth Hour. List ways in which individuals can participate (i.e.: turning off non-essential lighting, powering down large appliances, etc). In your communication, list which areas of the building and common grounds will have reduced or no lighting during Earth Hour.
- Organize a door-to-door campaign on the day of Earth Hour to remind residents that it is taking place that night.
- During Earth Hour, around 9:00 p.m., stand outside your building to get a picture of which units have turned off their lights. Using two-way radios, visit the units with the lights on and remind residents about Earth Hour and that it is a voluntary commitment.
- Organize a community event for building residents – a candle light walk through the neighborhood, a party in a common area, or hosting a potluck by candlelight.
- During the event, take pictures of your store to capture your participation and send them to [earthhour@wwfcanada.org](mailto:earthhour@wwfcanada.org) along with any success stories.
- Post information about Earth Hour on your website. Web banners and logos are available for download at [www.EarthHourCanada.org](http://www.EarthHourCanada.org)

## SECTION 6: Messaging

### What is Earth Hour:

- Earth Hour is a global lights out initiative created by WWF (World Wildlife Fund). Millions of people around the globe and here in Canada will turn off their lights for one hour on March 28 at 8:30 p.m. to show support for action on climate change.
- Individuals, households, and businesses are encouraged to participate and turn off their lights for one hour at 8:30 p.m. and sign-up at [www.EarthHourCanada.org](http://www.EarthHourCanada.org)

### Messaging for Staff:

- Our business will be participating in Earth Hour and turning off all non-essential lights from 8:30 – 9:30 p.m. on March 28, 2009.
- If you are in the building, please be aware that lighting will be decreased.
- We ask that you turn off your computer monitors and lights in your workplace before you leave for the weekend. We also encourage you to celebrate Earth Hour in your own home.
- We are promoting Earth Hour on our public website for our customers to see that we are committed to Earth Hour and doing our part for the environment.
- Please read the accompanying overview of Earth Hour and be prepared to answer customer questions about the event. This is also available online at [www.EarthHourCanada.org](http://www.EarthHourCanada.org)
- For any questions regarding Earth Hour and how we are participating in this initiative, please contact \_\_\_\_\_ at \_\_\_\_\_.
- Our company is committed to Earth Hour and we encourage you to spread the word to your family and friends and sign up individually online at [www.EarthHourCanada.org](http://www.EarthHourCanada.org)
- If possible, include a quote from your company's president or CEO. For example: From CEO – "Personally, I have registered my commitment at [www.EarthHourCanada.org](http://www.EarthHourCanada.org) and I would encourage you to do the same."

### Messaging For Customers & Tenants:

- We are participating in Earth Hour on March 28, 2009 by: (include details about events, get-togethers, etc...).
- We are promoting Earth Hour on our public website for our customers to see that we are committed to Earth Hour and doing our part for the environment. Please visit [www.EarthHourCanada.org](http://www.EarthHourCanada.org) for more information.
- For any questions regarding Earth Hour and how we are participating in this initiative, please contact \_\_\_\_\_ at \_\_\_\_\_.
- Our company is committed to Earth Hour and we encourage you to spread the word to your family and friends and sign up individually online at [www.EarthHourCanada.org](http://www.EarthHourCanada.org)

## SECTION 7: Frequently Asked Questions

### 1. What is Earth Hour?

Earth Hour is an international lights out event that is happening on Saturday, March 28 at 8:30 p.m. The goal is to get as many individuals and businesses as possible to turn off their lights for one hour at 8:30 p.m. to raise awareness about climate change and demonstrate that people are ready to take personal action and want more action from government.

### 2. How will Earth Hour help?

Earth Hour shows that, together, our small actions can make a big difference to help fight climate change. It also acts as a virtual petition. Last year, almost 10 million Canadians turned off their lights for Earth Hour and showed their support for action on climate change. This demonstrates to government that people are taking personal action to reduce their green house gas emissions and they want the same action from government.

WWF-Canada has also launched an online campaign called [The Good Life](#), which allows people to commit to personal actions to reduce greenhouse gas emissions. Members of [The Good Life](#) will also be able to track their personal emission reductions along with the total CO<sub>2</sub> reductions across Canada, to see their part in this bigger commitment to making change.

### 3. Why should I participate?

Climate change is the biggest environmental threat to our planet and the number one concern for Canadians. We are already seeing its impacts. Participating in Earth Hour is a simple way to show that you want to be a part of the solution and sends a powerful message to others that together we can make a difference.

Also, in 2012, the Kyoto Accord, the most significant international agreement to control greenhouse gas emissions, will expire.

In December, 2009, world leaders, including Canada's Prime Minister, will meet in Copenhagen to try and come to a new agreement which extends past Kyoto. It is important to start this process now because it will take 2-3 years for ratification and to ensure a seamless transition.

Scientists are showing that climate change is happening even faster than we thought. These global negotiations represent one of the last opportunities for responsible governments to put the brakes on spiraling temperature increases and protect the Earth's weather systems, ecosystems, communities and livelihood from irreversible harm.

Climate change is a global problem that requires global cooperation. Our nations' leaders must work together to achieve a fair, effective, science-based treaty in Copenhagen. We must dramatically cut global greenhouse gas emissions by 25-40% by 2020 and by at least 80% by 2050 compared to 1990 levels. This is the 'hour of truth' for the planet. By participating in Earth Hour, you are demonstrating to the world's leaders that you want to see them take immediate action to reduce greenhouse gas emissions.

### 4. When and where did Earth Hour begin?

WWF created Earth Hour and it has grown from a single event in Sydney, Australia in 2007 to a global phenomenon that occurred across six continents in 2008. This year we expect it to be even bigger.

### 5. How will you measure success?

Success will be measured by participation and by overall darkness in your city during Earth Hour. To measure participation we will include online sign-ups, as well as complete post-event polling. Hydro companies around the country will also measure the impact on the electrical grid.



Households and businesses can also measure usage by comparing energy bills. The amount paid in dollars is one indication and another is by noting the average daily usage in kilowatt hours (kWh), which appears on energy bills. Visually we can also measure success by observing the lights going out simultaneously on March 28 at 8:30 p.m.

## **6. Who can participate and how?**

Everyone is encouraged to participate – individuals, businesses, schools, and organizations. All you have to do is:

- Sign-up online at [www.EarthHourCanada.org](http://www.EarthHourCanada.org)
- Turn off your lights for Earth Hour on March 28 at 8:30 p.m. for one hour.
- Help us make the event a success by telling your family, friends and local businesses
- Download materials like posters, screensavers, etc. on the Earth Hour website.

## **7. Who has committed to participating in Earth Hour?**

Hundreds of businesses and thousands of people throughout the country have already registered their commitment at [www.EarthHourCanada.org](http://www.EarthHourCanada.org). These numbers grow every day. Registration is free and helps WWF better determine how many people have committed to participating.

## **8. What did Earth Hour 2008 accomplish?**

In Canada, though there was no specific legislative agenda in mind with Earth Hour, the message was heard on Parliament Hill. Here are some of the environmental success that have happened since Earth Hour:

- Earth Hour participants succeeded in making it clear to the Prime Minister and then-Environment Minister, John Baird, that blocking progress during climate negotiations in Bali towards establishing a new Kyoto agreement was unacceptable. In the end, the Government had to back down on its intention to step out of Kyoto.
- Parliament passed Bill 377, which set mid and long term targets for greenhouse gas reductions. The bill was not given royal assent, but its existence showed that Parliament as a whole was listening.
- The federal government also committed to ban incandescent bulbs, and to limit standby power to a one watt maximum.
- More than 150 cities and municipalities across the country participated in Earth Hour, demonstrating that cities are leading by example when it comes to climate action.
- Toronto – the country's most populous municipality—deepened its commitment to climate protection plan. In recognition of Toronto's role as a world-leading environmental city, Mayor David Miller, was appointed chair of the influential C40 Group of major international cities committed to tackling climate change.
- Finally, families, friends and neighbors all across Canada paused for an hour in the dark to talk about climate change and what can be done about it.

## **9. What's new for 2009?**

Last year, millions showed their support for action on climate change and 2009 is expected to be even bigger! More people, more businesses, more cities, and more countries.

Now more than ever, action is needed on climate change. The world is up against a deadline to stop dangerous climate change. In 2012, the Kyoto Accord, the most significant international agreement to control greenhouse gas emissions, will expire.

In December, 2009, world leaders, including Canada's Prime Minister, will meet in Copenhagen to try and come to a new agreement which extends past Kyoto. It is important to start this process now because it will take 2-3 years for ratification and to ensure a seamless transition.

Scientists are showing that climate change is happening even faster than we thought. These global negotiations represent one of the last opportunities for responsible governments to put the brakes on spiraling temperature increases and protect the Earth's weather systems, ecosystems, communities and livelihood from irreversible harm.

Climate change is a global problem that requires global cooperation. Our nations' leaders must work together to achieve a fair, effective, science-based treaty in Copenhagen. We must dramatically cut global greenhouse gas emissions by 25-40% by 2020 and by at least 80% by 2050 compared to 1990 levels. This is the 'hour of truth' for the planet. By participating in Earth Hour, you are demonstrating to the world's leaders that you want to see them take immediate action to reduce greenhouse gas emissions.

**10. How many people took part in Earth Hour last year?**

Almost 10 million adult Canadians participated in more than 150 cities and municipalities across the country. Around the world, millions more participated in more than 30 countries.

**11. Will this become an annual event?**

Yes, but the cities participating may change. Solving the problem of climate change requires a long-term commitment. The plan is to make Earth Hour an annual event so we can engage more and more people around the world in the process of reducing greenhouse gas emissions.

**12. How does turning off the lights for one hour help the planet?**

Turning off the lights for Earth Hour, along with millions of other people and businesses around the world, sends a signal of concern about the state of the planet and your commitment to take action to fight climate change. Lighting uses about 5 to 15 per cent of electricity in the residential sector and over one third (approximately 37 per cent) of electricity in offices. By eliminating inefficient lighting, consumers and businesses could save millions of dollars while drastically reducing greenhouse gas emissions.

**13. Will I be obligated to turn out my lights in this fashion every day?**

Our goal is to have Earth Hour be your platform for future behavior change. Turning off your lights is one example of how taking simple steps in your lifestyle can make a big impact on reducing greenhouse gas emissions – the biggest contributor to climate change. Our hope is that Earth Hour will inspire people to keep taking this type of action every day. For example, recycling, composting, using CFL light bulbs), etc.

To help support your continued efforts, WWF-Canada has created *The Good Life* – a fun and interactive online community for concerned Canadians who want to stop just talking about climate change and start taking action. Registrants on the site can access tips, information, and even track their personal reduction in CO<sub>2</sub> over the long term. For more information visit [www.wwf.ca](http://www.wwf.ca)

**14. Is switching off the lights dangerous?**

No. It is no different than switching off your lights each night and then switching them back each day. Hydro companies are also prepared for the drop in energy use.

**15. Are there public safety concerns with Earth Hour?**

We are only asking people to turn off non-essential lights for Earth Hour – no lights that affect public safety will or should be turned off. All emergency services are also aware that Earth Hour is happening.

**16. Will street lights remain on?**

Yes. Earth Hour is to be celebrated in a safe and secure environment. Streetlights or lights in public spaces, hospitals and emergency services will remain on. Traffic conditions will remain unchanged as well. Only non-essential lighting will be switched off during Earth Hour.

**17. How can I find out more?**

Visit [www.EarthHourCanada.org](http://www.EarthHourCanada.org)