



EARTH HOUR



Letter from the CEO



WWF's Earth Hour 2014 saw the world engage at record levels with the simple call to action - Use Your Power.

Our ambition with the launch of Earth Hour Blue was to move the campaign ever more towards being a movement. With more than 160 countries and territories taking part this year, and with more than 60 teams focusing on ever more locally relevant and diverse environmental issues and priorities, the power of the crowd is becoming the central force behind the movement.

As Earth Hour moves successfully into the third stage of its evolution, building a global movement, it is very noticeable that it resonates strongest for those under 40, and is often at its most successful when it is owned and organised by the community. Engagement through crowdfunding and crowdsourcing around WWF projects and priorities is a new frontier that we have successfully established at a limited level, and this offers exciting possibilities for the future.

After eight years of evolution, Earth Hour presents a unique set of opportunities and challenges in terms of best capturing the power of the crowd and empowering and activating the movement locally and globally. The resilience and growth of the brand also offers incredible opportunities within the business community which is eager to tap into Earth Hour's unique on the ground and digital presence.

This summary report outlines many of the highlights and statistics for this year's campaign and establishes the incredible growth, impact and scale that we have built together. Earth Hour's foundations are strong and present an incredible opportunity to go far beyond its current achievements.

Andy Ridley
CEO and Co-Founder
Earth Hour Global



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Introduction

Earth Hour is a global environmental movement of WWF, that mobilises hundreds of millions of people around different environmental priorities across the planet. Its core vision is to create massive impact by utilising the power of the crowd to engage in positive action to protect our planet.

During March each year, Earth Hour celebrates the symbolic “lights off” hour which has grown from a one city initiative to a mass global event involving more than 162 countries and 7000 cities and towns around the world with the support of hundreds of millions of individuals, businesses, organizations and governments to generate environmental outcomes.

In 2014, Earth Hour embarked on the most exciting stage of its evolution to be at the forefront of crowdfunding and crowdsourcing for causes, innovation and creativity for the planet. We call this Earth Hour Blue.

Together we hope to turn the inspiration of one hour into the actions of every hour.



About Earth Hour

Earth Hour began seven years ago, in Sydney, Australia, out of a hope that we could change the issues facing the planet. The hour of inspiration would be a moment in time where people could gather together regardless of their gender or their culture; their country or their religion, to be united to protect the planet.

Little did we know that it would kick-start a global revolution for people to take action on climate change, or that the symbolic act of turning off our lights for an hour would become an iconic symbol of people's concern to protect the planet.

It has grown to become the world's largest mass participation event in history. From 1 to over 7,000 cities. From 1 country to 7 continents. From 2 million to hundreds of millions of people.

But Earth Hour wasn't created to just switch off the lights...



Bring people together through a symbolic hour-long event

Galvanise people into taking action beyond the hour

Create an interconnected global community sharing the mutual goal of creating a sustainable future for the planet

The first stage has been achieved - the symbolic act of lights out around the world, the moment of inspiration for people to connect behind a common purpose.

The second stage was to take Earth Hour beyond the hour. We've seen major success in the past two years through I Will If You Will, Earth Hour City Challenge and extraordinary environmental outcomes from Russia and Madagascar, to Argentina and more.

Now in 2014, Earth Hour has swept the globe, drawing together hundreds of millions of people in 162 countries and territories spanning every continent. The movement proves beyond anything else that one person has the capacity to inspire change. You have the power to make it happen.

As a result the platform has become a tool to help countries mobilise individuals on environmental priorities across the world.

These Earth Hour success stories illustrate the movement has become a global collaboration to show what can be achieved for the planet.

Earth Hour Support

Corporate Support



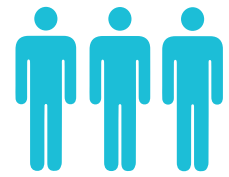
Media Support



Ambassadors



2007



2.2 million people

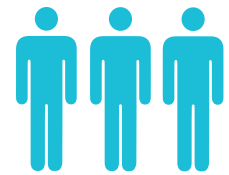


2,100 businesses



The inaugural Earth Hour was held in Sydney, Australia.

2008



50 million people



35 countries



371 cities

Major landmarks that took part

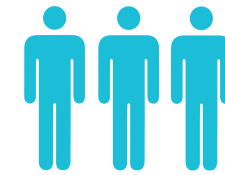


Golden Gate Bridge, San Francisco



Colosseum, Rome

2009



Hundreds of millions



88 countries



4,000 cities

The Vote Earth Campaign artwork was created by Shepard Fairey, the artist who created the iconic imagery for Barack Obama, in the US Presidential Elections. Vote Earth was the first global election, an election between earth and global warming.

Milestone

- Earth Hour 2009 was the world's largest global climate change initiative.

Vote Earth Campaign

- In March, the Vote Earth Campaign was launched in the lead-up to COP15 in Copenhagen.



2010

3 months after the failure of COP15 in Copenhagen, Earth Hour succeeded in being the global call to action to stand up, take control and lead the global journey towards a sustainable future.



128 countries



4,616 cities



Children from Hong Kong show their support for Earth Hour 2010 by making lanterns and holding up their fingers to make "V for Victory" signs. © WWF Hong Kong

2011

This was the first Earth Hour to go beyond the hour. Supporters were challenged to go the extra mile to make a difference for the planet.



135 countries



5,251 cities



The 'Plus' sign was incorporated into the Earth Hour logo to signify that the campaign is more than just an hour.

2012

Earth Hour broke all records and cemented itself as the largest voluntary action for the environment. The campaign experienced the largest growth since 2009 with the launch of "I Will If You Will" campaign.



152 countries



6,950 cities



Kumi Naidoo
Greenpeace
Executive Director



Miranda Kerr

More than **200,000** individuals accepted an 'I Will If You Will' challenge. Celebrities got involved to inspire action beyond the hour.

Milestone

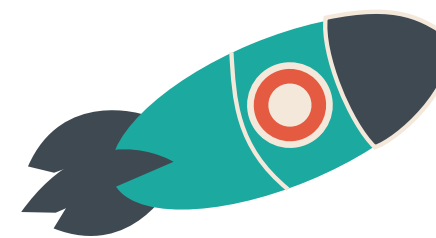
- Russian Parliament passed a law to better protect the country's seas from oil pollution, after a digital petition launched by WWF-Russia for Earth Hour 2012 generated 122,000 signatures to ensure it would be considered by the Russian Parliament.

2013

Earth Hour saw a phenomenal increase in support where more stories on campaign effects emerged to mobilise people on different outcomes.



154 countries



Russian Cosmonaut
Roman Romanenko



Astronaut Chris
Hadfield

Celebrated in space

With Russian Cosmonaut Roman Romanenko and Astronaut Chris Hadfield sending messages from the International Space Station.

Milestone

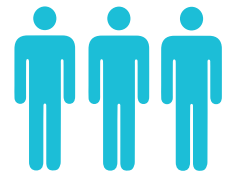
Fundacion Vida Silvestre Argentina used Earth Hour 2013 and mobilised thousands of people across the country to build support for a then pending Senate Bill to create a 3.4 million hectre marine protected area in the country.



In July 2013, the bill passed the Argentinean Senate and helped take Argentina's sea level protection from 1% to 4%.

2014

Earth Hour broke all records of mass participation, mobilised hundreds of millions of people to become every day superheroes for the planet. Earth Hour Blue was launched as the world's first crowdfunding and crowdsourcing platform for the planet.



Hundreds of millions



162 countries



7000 cities

Earth Hour Blue Crowdfunding Projects



WWF-Philippines: Bancas for the Philippines

Fiberglass boats to help Typhoon-affected communities and reduce reliance on wood.

- US\$7,382 raised
- >18 boats built
- 116 supporters



WWF-Singapore: Stop The Killing

To help reduce wildlife crimes in South East Asia

- First and the fastest project to reach goal
- US\$21,346 raised
- 149 supporters

Spider-Man as Earth Hour's first ever Superhero Ambassador

WWF's Earth Hour strategically partnered with Sony Pictures to save the planet.



The Amazing Spider-Man 2



Andrew Garfield



Emma Stone



Jamie Foxx



Marc Webb

The stars and director of the blockbuster film, The Amazing Spider-Man 2 - Andrew Garfield, Emma Stone, Jamie Foxx and Marc Webb pledged to support one Earth Hour Blue crowdfunding project each.

What makes Earth Hour unique?



ENGAGING

WWF started Earth Hour to engage a mass audience behind the issues facing our planet, and to make a statement that when united we can make a difference.

INNOVATIVE

We've proven that people do and will care about protecting the planet if the message is communicated in a way that is different, positive, hopeful and inspirational.



POSITIVE

From the beginning, it was decided that Earth Hour would run on hope, not fear. Earth Hour should never appear to be aggressive or use fear/scare tactics in communication.

CELEBRATION

We are about celebration - street party, not street protest, we are about a common purpose.





INSPIRING

The Earth Hour tone-of-voice is refreshing, action-driven, empowering and inspiring. It is essential for the language to be human, social, positive, hopeful and locally relevant.

GRASSROOTS MOVEMENT

Small social communities around the world are the lifeblood and grassroots of the Earth Hour movement. With limited resources they have the freedom to adapt Earth Hour in their local community..



OPEN-SOURCE MODEL

Earth Hour is one of the first open-sourced environmental campaigns – Earth Hour belongs to “the people”. We started as one team working together and sharing knowledge to accelerate the realisation of shared goals. Now as a result we work together collaboratively with people all around the world in our mission to influence hundreds of millions to protect the planet.

TIMING

The Earth Hour event is held worldwide on a Saturday, 8:30pm at the end of March, close to the Spring Equinox in the northern hemisphere and the Fall Equinox in the southern hemisphere. This allows for near coincidental sunset times in both hemispheres, enabling the biggest visual impact of lights out around the world.



Earth Hour Goes Blue

Earth Hour was born out of a truly innovative and collaborative spirit and as we move into a more optimistic and sustainable future, it seemed fitting that Earth Hour should also reflect a refreshing and dynamic transformation of the brand.

To complete the shift from an event to a movement, it is now time to embark on the third stage of Earth Hour, of mobilising an interconnected global community for our planet.

We call this Earth Hour Blue.

Why Blue?

Just as we were getting used to the “Green Movement,” there’s a new movement emerging.

We see blue as the colour of choice to show that transformation is what’s required if we are to make our countries and cities more resilient and sustainable to meet the challenges of an unrelenting changing climate.

More evident in a consumer driven society we are seeing the worlds biggest brands such those in the car industry i.e. Toyota, Volkswagen Blue Notion, Hyundai – they have all reimagined how to sell green using the colour blue, in the hope of **creating a sustainable world that is aspirational.**

This is the ideology of Earth Hour, a movement that puts the focus on people (consumers) to protect the planet.

Earth Hour 2014

Earth Hour has gone beyond the hour to become a campaigning tool across the world.

It was the beyond the hour campaigns that again shone through to show the power of the crowd connected by common purpose can achieve amazing results.

Highlights



Environmental Outcomes



CHINA

Engaging tens of millions of people across China in the 'Blue Sky' theme for Earth Hour which focused on air pollution

AUSTRALIA

Bringing a global voice to drive actions to save the Great Barrier Reef



SUPPORT PROJECT

US\$ 20,036 Raised

121 Supporters

31 Days Left

US\$ 20,000 Target

FUND NOW

SINGAPORE

The Earth Hour Blue platform raised \$21,000 to combat wildlife crime from South East Asia



INDONESIA

Youth driven social campaign generated actions that reduce individual carbon footprint in over 31 cities



NEPAL

Earth Hour Blue project 'A Flame Called Hope' raised \$12,626 to install biogas stoves which will reduce deforestation

PAKISTAN

Mobilised government officials to implement city-wide environmental reforms in Punjab and Sindh provinces



INDIA

Launching an Earth Hour education program in 15,000 schools to help reduce energy use and carbon footprint

KAZAKHSTAN

17 million trees will be planted across the country in 2014





IRAN

A petition and powerful statement to inspire the people of Isfahan to take a stand against climate change – with a 2,800 square metre Earth Hour logo in dried out Zāyanderūd riverbed



FINLAND

Taking a stand to protect the Arctic - 20,000 signatures were collected for the solar pledge

UNITED ARAB EMIRATES

Reached more than 5 million people with a message to #maketheswitch to energy efficient lighting



GREECE

Taking a stand against climate change – helped to collect 15,500 signatures on the petition against the Ptolemaida V coal-fired power plant



RUSSIA

Raised \$106,000 for 5 conservation projects that help protect five key species in the country, including the critically endangered Far-Eastern Leopard



UGANDA

Kampala Serena Hotel committed to plant 40 Hectares in the Earth Hour Forest, equivalent to the size of approximately 70 football fields

MADAGASCAR

Crowdfunded 519 stoves, and an additional 2,000 delivered to households which will prevent deforestation, protect endangered habitats, lower fuel costs for families and improve the health of women and children in Toliara



EARTH HOUR CITY CHALLENGE

Cape Town was voted the 2014 winner for its pioneering actions to combat climate change





UNITED KINGDOM

The Earth Hour message reached more than 2 million students across 4,600 schools



CHILE

Building support for a national coastal cleanup day to be held at the end of March



GALAPAGOS

Launched a digital petition to pass a law to ban certain plastic products from the Galapagos islands to power marine conservation efforts



ARGENTINA

Bill presented by Senator Ernesto Sanz to media legislators and advisors day before Earth Hour for water heater law that avoids passive consumption of gas equivalent to powering 800,000 homes for one year.



COLOMBIA

Raised more than US\$5,000 in funding to address loss of species and pollution in the Amazon rainforest.



Crowdfunding: 'Think Kickstarter for the Planet'

Imagine people from around the world coming together to fund 18 Fibreglass bancas or boats to typhoon affected fishermen in the Philippines.

That is just one example of the power of the crowd at work, harnessed by Earth Hour Blue. It brings together people who care and environmental causes that need immediate attention, to help create tangible impact on the ground.

INNOVATION: A non-profit using tech to help build a better world

Earth Hour wanted to use technology to empower people to go beyond one hour, and to help impact the world. So we took a leap into the 'Blue' with the launch of an all-new digital crowdfunding and crowdsourcing platform for the planet.

The Earth Hour Blue platform uses crowdfunding and crowdsourcing to educate and advance WWF's environmental and social efforts worldwide.

The crowdfunding section of the platform allows participants to financially support and deliver positive, tangible changes to the environment and communities all over the world.

Individuals can also use Earth Hour Blue's crowdsourcing platform, which will call for people to add their voice to some of the biggest environmental campaigns across the world.

COLLABORATIONS: Tech & Media

The Earth Hour Blue project involved creating a brand new mobile friendly website, integrating with a crowdfunding platform, creating the best possible experience for people to take action, choosing a reliable payment gateway, activating our email database, and capturing user behavior and data. And we had to do it quickly.

To achieve this, we collaborated with some amazing partners in the tech and media industries - GSI, Basecamp, Crowdonomic, StarCom, Iris, PayPal, ActiveCampaign, KissMetrics and more. Sony Pictures and 'The Amazing Spider-Man 2' helped to promote the platform and the projects featured.

Crowdfunding Projects

Power Up A Ranger WWF-Indonesia

Provide better equipment for WWF rangers protecting Indonesia's endangered wildlife and their forest habitat

🕒 USD 20,000 💰 USD 5,347 = 1 boat and 1 bike for forest rangers

Energy Efficient Stoves to Protect the Habitat of the Giant Panda WWF-China

Build 100 highly efficient cook stoves for local households in a selected village that neighbours the Giant Panda habitat

🕒 USD 50,000 💰 USD 2,429 = Almost 5 stoves (4.9)

Bancas for the Philippines WWF-Philippines

Bring fibreglass boat technology to coastal communities ravaged by Typhoon Haiyan

🕒 USD 20,000 💰 USD 7,382 = 18 fibreglass boats or bancas

4000 Efficient Cook Stoves for Madagascar WWF-Madagascar

Provide more efficient cook stoves to families in the country to limit deforestation

🕒 USD 35,000 💰 USD 4,419 = 520 Fatana Mitsitsy cook stoves

Lights4Stripes WWF-India

Reduce human/wildlife conflict by installing solar lights to deter tigers from straying into villages

🕒 USD 20,000 💰 USD 1,710 = 2 solar lights (2.1)

Restore the Roodeberg WWF-South Africa

Raise funds to expand and conserve the iconic Table Mountain National Park in South Africa

🕒 USD 100,000 💰 USD 370 = add to local funds raised (R3.6mil)

Light Up A Village WWF-Uganda

Support 600 families living around the Earth Hour Forest and help them acquire energy efficient technologies and products

🕒 USD 47,000 💰 USD 2,105

Mobilizing the Power of Young People WWF-International

Mobilizing the power of young people to become the next generation of leaders for a living world

🕒 USD 50,000 💰 USD 1,705

Far-Eastern Leopard Reality Show WWF-Russia

A joint project to establish a non-invasive video monitoring of the Far Eastern Leopard through the use of hidden cameras

🕒 USD 45,000 💰 USD 1,460

Climate & The Reef Documentary WWF-Australia

Help fund production of a compelling Earth Hour documentary about Climate Change and the Great Barrier Reef

🕒 USD 5,000 💰 USD 1,250

A Flame Called Hope WWF-Nepal

Provide access to clean and alternate biogas energy for 150 households in a village in Nepal

🕒 USD 100,000 💰 USD 2,626

Puppy Protectors WWF-International

WWF's Asian Rhino and Elephant Action Strategy will adopt four German sheperd puppies and train them for sniffer dog service

🕒 USD 43,571 💰 USD 3,239

Stop the Killing! WWF-Singapore

Raise \$20,000 to kick-start a 360-degree attack on wildlife crime

🕒 USD 20,000 💰 USD 21,346

Help Canada Go Renewable WWF-Canada

Create a detailed map of renewable resources across the country (wind, solar, hydro, geothermal and biomass) and set Canada on the path to 100% renewable energy

🕒 USD 25,000 💰 USD 1,482

LightsOFF, Amazon WWF-Colombia

Invest in infrastructure so that indigenous communities can operate small, sustainable industries, thus reducing the need for deforestation

🕒 USD 40,000 💰 USD 5,045

Lampedusa Turtle Project WWF-Italy

Help fund the Lampedusa Sea Turtle Center, which has been integral in both the research and conservation of loggerhead sea turtles

🕒 USD 30,000 💰 USD 825

Switch on for Mali WWF-South Pacific

Provide the 4 villages in the rural Mali District with access to basic amenities which also promote sustainable alternatives to their lifestyles

🕒 USD 5,400 💰 USD 105

PR Highlights

"Earth Hour 2014" Search Tool



2,600 media mentions of WWF in the context of "Earth Hour" in Russia



12 articles appeared in Huffington Post (Number 1 blog globally) compared to 10 in 2013



421,000 results for Google *allintitle* search



REUTERS

Reuters Images published over **135** articles showing images of Earth Hour around the world

More than **2,000** stories of Earth Hour generated from Australia

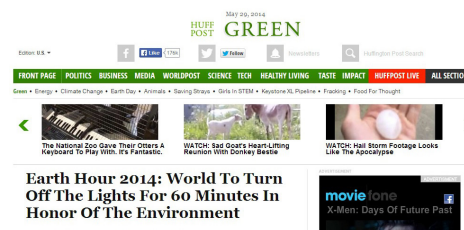


30,700 online web and blog mentions from AFP and Earth Hour partnered article "Earth Hour to tap crowdfunding for green campaigns".

78 syndications achieved globally including USA Today and Yahoo.com for Second AFP and Earth Hour article "Lights out for Earth Hour's global crowdfunding call"



Coverage on major broadcast:



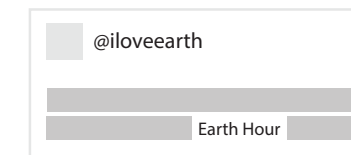
Social Media Presence



Potential

1.2 billion

times Earth Hour appeared on users' timeline on March 29



332,000

mentions of Earth Hour on March 29

Supporters



Amitabh Bachchan

Jamie Foxx



our biggest ever social platform

930,000

Earth Hour & WWF International's posts on Facebook

342,802 **54,886**

post reach **18,919,962**



70,000

#EarthHour
#EarthHour2014
#IniAksiku
#HoraDoPlaneta

added over the Earth Hour week

4,500

#YourPower
added over the Earth Hour week

Supporters

@MirandaKerr

@JamieFoxx

@Instagram

@UnitedNations



Flickr



105 countries & territories submitted campaign images to Earth Hour Global



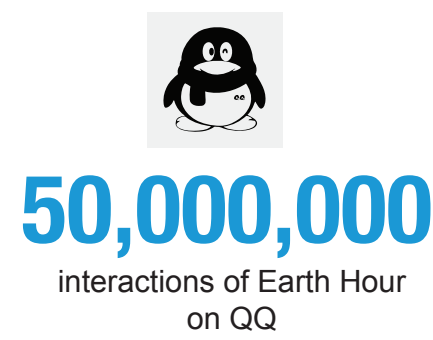
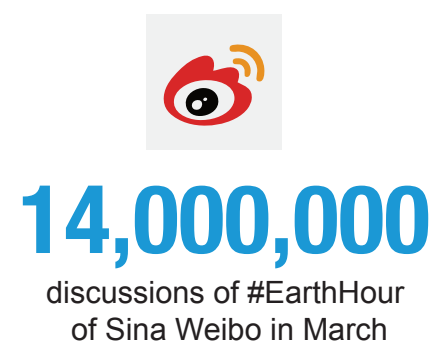
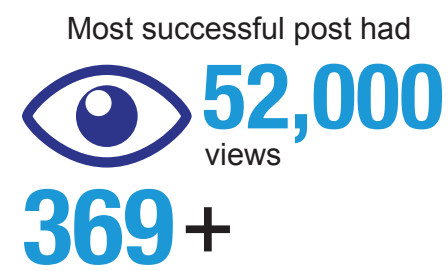
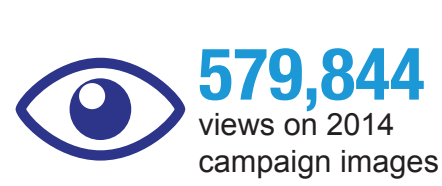
358,746 views on Flickr over the Earth Hour week

That's more than double of last year's views



13.3 mil views of Earth Hour 2014 videos on YouTube & YouKu

Social Media Presence

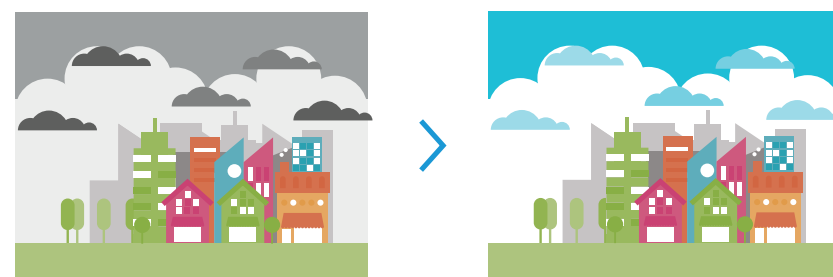


Blue Sky Phone App

Created by WWF-China &
OgilvyOneBeijing

App allows users to turn their iPhone
images that contain polluted grey skies into
clear blue skies with the swipe of a finger

Images shareable to WeChat & Sina Weibo

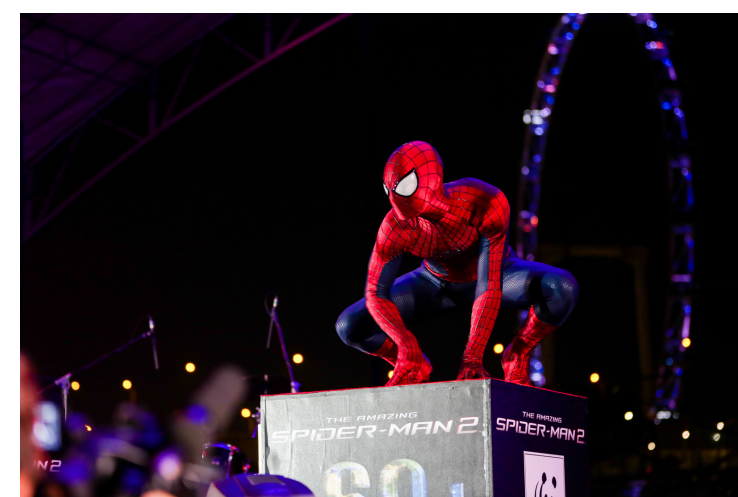


A first of its kind partnership

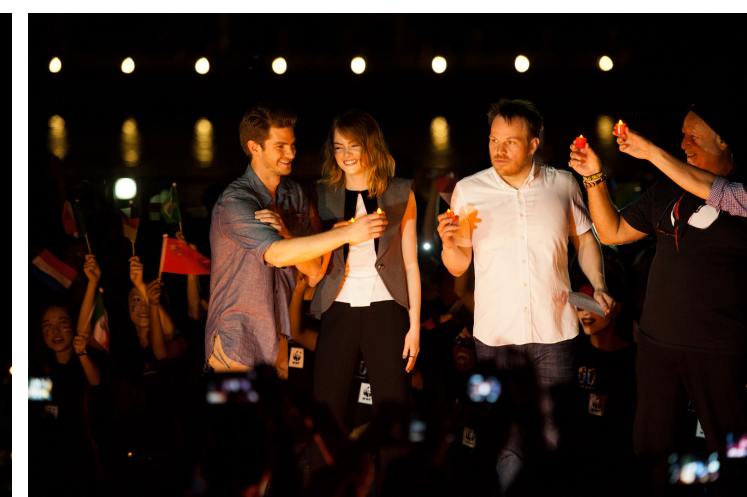
Spider-Man became Earth Hour's first super-
hero ambassador in 2014, epitomising the
power of the individual and inspiring his fans to
become superheroes for the planet.

Earth Hour and 'The Amazing Spider-Man 2'

Earth Hour and 'The Amazing Spider-
Man 2' (TASM2), distributed by Sony
Pictures Entertainment entered into a
promotional partnership - to encourage
people across the world to become
superheroes for the planet with a
simple call to action: "Use Your Power
at earthhour.org"



Earth Hour event held at The Float, Marina Bay, Singapore.



Casts of 'The Amazing Spider-Man 2' at the Earth Hour event in Singapore

A Global Partnership

Earth Hour Global and Sony encouraged local markets to get involved with the partnership by introducing local Sony and WWF offices for relevant local contact for integration for their Earth Hour Blue campaign in 2014.



They went on a tour of the eco sustainability projects championed by the school and talk about the importance of protecting planet.



Andrew Garfield and Jamie Foxx also made an appearance at a local School in Singapore - Commonwealth Secondary School



The visit sent social media abuzz, with Jamie Foxx posting to Instagram and Facebook and the film's official Twitter account helping the school's Superhero efforts trend! The school is a Centre of Excellence for Environmental Education.



The film's stars each lent their support to a crowd-funding project of their choice, as a way to integrate the partnership with Earth Hour Blue.

Each of the four ambassadors individually featured in four Public Service Announcements, with a message of support for the overall movement and for their chosen Earth Hour Blue project. The four stars also appeared on Earth Hour social media materials.



The most eco-friendly blockbuster produced by Sony Pictures

Sony Pictures has offset 4,000 tonnes of carbon through WWF-China's Gold Standard Verified 'Energy Efficient Stoves To Protect The Giant Panda' project (part of the Earth Hour Blue crowdfunding platform); these carbon offsets have rendered the entire physical production of the film, as well as its Asian publicity tour, carbon-neutral.



WWF-China's Gold Standard Verified 'Energy Efficient Stoves To Protect The Giant Panda' crowdfunding project



The carbon offsets have rendered the entire physical production of the film, as well as its Asian publicity tour, carbon-neutral.

On the Ground Superheroes



Mr. Hudnut
Inspired an elementary class in Iowa to raise funds for a EH Blue crowdfunding project



Gaza, Palestine
500 Kindergarten students participated in an environmental awareness day before Earth Hour



Kilwa District, Tanzania:
Fitted school dormitories with solar panels to power electricity at the school, on the Earth Hour Day March 29, 2014



Oludotun Babayemi:
Organised the 3,404km #WalktoMali journey to empower 14 local communities across 7 West African countries.



Samia
Earth Hour's 17 year old UAE Youth Ambassador flew the EH flag on an expedition to the Antarctica with the polar explorer Robert Swan.



Probono Media Outreach

Believing in the movement, Starcom MediaVest Global and Discovery Networks International worked closely with Earth Hour Global and pledged their support for Earth Hour Blue through generous donations of their resources, resulting in phenomenal global reach of over 7 billion, with over USD\$46.6 million* in media value.

As a long-time supporter of Earth Hour, Starcom MediaVest secured numerous digital, print and outdoor media spaces across regions such as UAE, Asia, Europe, Africa, and the Americas to encourage people to take actions for the planet during Earth Hour. Notably, Starcom MediaVest secured prominent outdoor billboards at Times Square in New York which exposed Earth Hour Blue in one of the most densely populated cities in the world.

In addition, Discovery Networks International sponsored global airtime and production expertise for the Earth Hour Blue video in five different languages. Major television channels such as Disney Asia, VIMN Asia (MTV, Comedy Central & Nickelodeon), National Geographic, AXN and digital portals such as Yahoo! contributed significantly in driving engagement and awareness of Earth Hour Blue.



In 2014, 162 countries across all continents participated in Earth Hour – making the campaign the largest ever in Earth Hour history. Country teams worked with local Starcom offices and media owners to secure huge amount of pro-bono media support with an estimated total advertising value of more than USD\$4 million with over 630 million audience reach – reaching hundreds of millions around the world.

Adaptation of 'Use Your Power' Around the World

For the first time, the Earth Hour Global team released a comprehensive creative toolkit that includes videos, print ads, outdoor artworks and social media artworks in 5 languages (English, Chinese, Spanish, French and Arabic) and made Earth Hour 2014 'Use Your Power' global campaign artwork the most adapted and used ever by both our country teams.

While Earth Hour Blue is underway, this is only the beginning. The hope that future generations can enjoy the wonders of our beloved planet is in our control. The message is simple – Use Your Power.

Adapted in 5 different languages



Brand Opportunity for Earth Hour & WWF

Earth Hour has become a massive opportunity for the WWF to build an ongoing supporter base of followers at an international, regional and national level.

Many country teams experience the biggest growth to their sign-ups, social media page followers, media mentions of WWF and funds raised during and when an integrated approach during Earth Hour campaign period has been taken:



WWF-Russia has had massive success by integrating conservation campaigns with Earth Hour for three years. In 2012 legislation was passed to protect seas from oil pollution, and more than 127,000 names were added for protective forests in 2013. This year funds for conservation work for 5 key species was raised through Earth Hour. Every year, WWF-Russia has generated massive amounts of signups through the exposure Earth Hour brings to these issues, cementing a winning formula for using the brand to further WWF's work in the country.

Case study from Indonesia: Benefits for WWF of opening up the EH brand to expand the movement. WWF Indonesia embraced the opensourced approach to EH brand in Indonesia has generated 1.5 million email signups for WWF Indonesia whilst ensuring local teams can fundraise for their own EH campaign

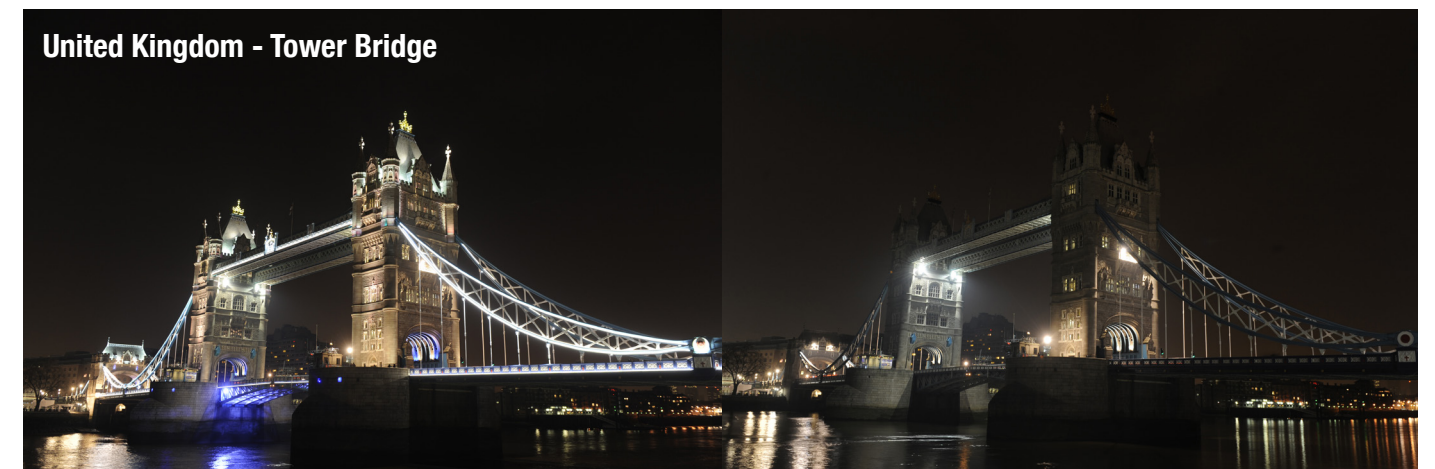
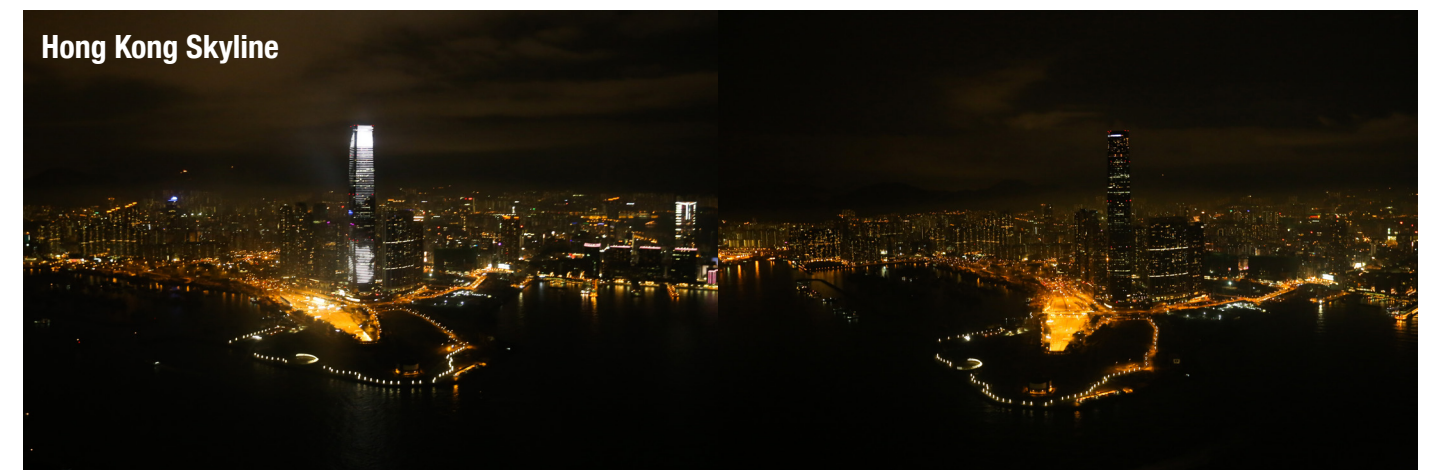
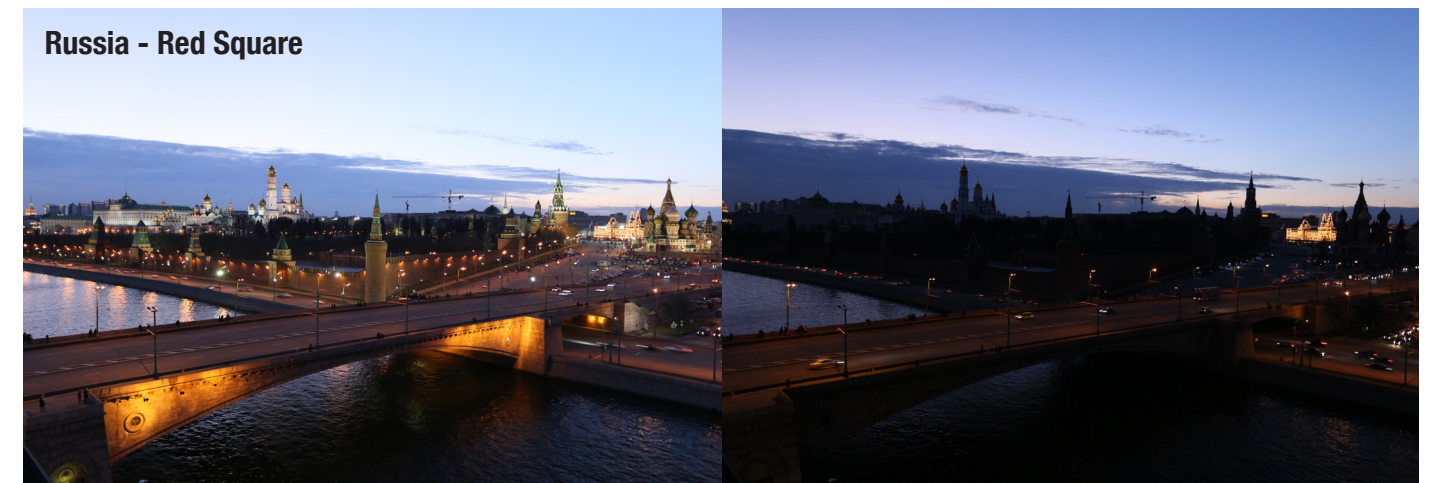
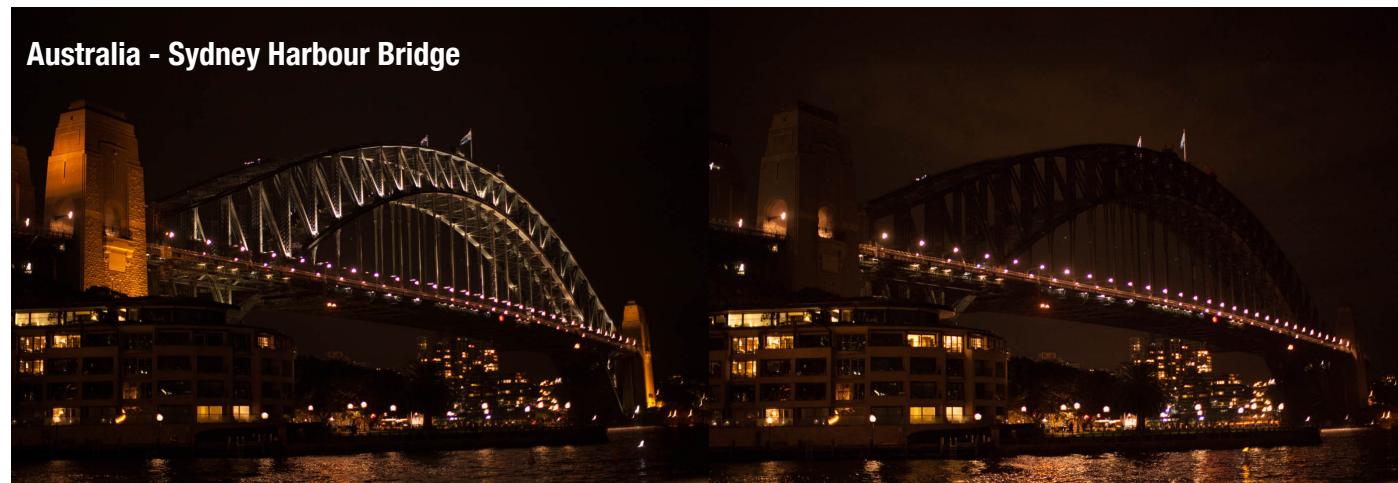


Post Earth Hour 2014 survey: Over 50% of WWF country teams have said Earth Hour is the most popular time of the year for a spike in followers/engagement for their WWF social media accounts

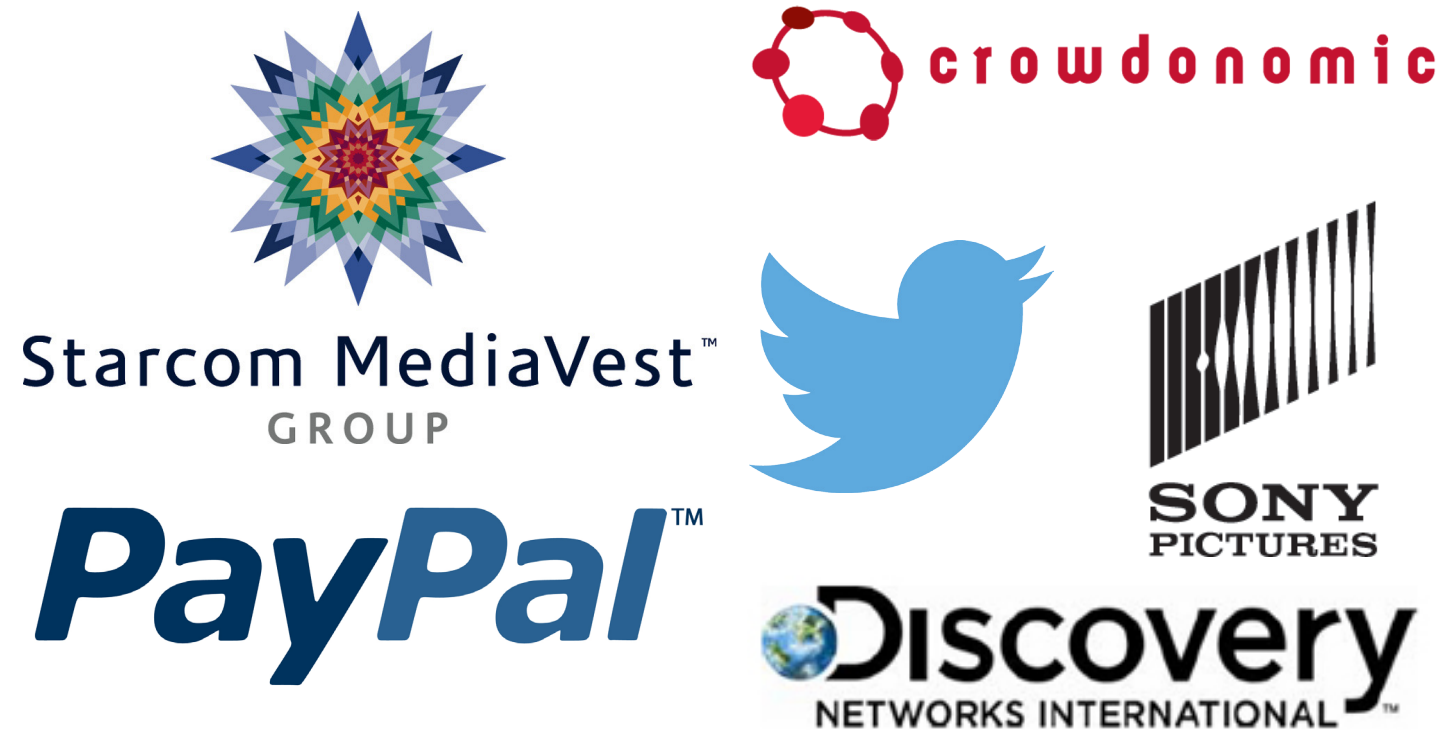
Through Earth Hour's model of participation engagement and action there is a unique opportunity for the brand to be the unifying force within WWF offices around the world. The movement is now at a stage where WWF's role is as important as ever to bring together the communications and marketing, fundraising and conservation teams to harness the true potential of the hundreds of millions to make bigger impact together.

2014:

The best moments from lights out



2014 Corporate Partners



Total number of Corporates registered on earthhour.org: 1568, highest registrations on the site to date

How To Guide For Corporates, Starter Pack, Tips and Tricks and EDM sent to all registered corporates, as well as post event thank you email

Customised Crowdfunding EDM sent to over 50 corporates

On average country teams engaged with 32 corporates in customized corporate partnerships locally

Some global companies took Earth Hour beyond Lights out by developing specific campaigns, such as Durex (8,731,466 views) and Pocoyo (over 605,000 views, Pocoyo and Earth Hour channels combined)

Earth Hour is a global event made possible by teams in 135 countries encouraging locals to switch non-essential lights off.

This massive global effort is coordinated by a small team based in Singapore, headed by co-founder Andy Ridley, to support the 162 country teams around the world to further spread the Earth Hour message.

