

# EARTH HOUR 2015 REPORT





# INTRODUCTION

Climate change is the planet's biggest environmental challenge. Earth Hour, as WWF's mass engagement platform, inspires and mobilizes people around the world to use their power to change climate change.

From promoting climate awareness and garnering support for critical WWF conservation projects to driving legislative changes, Earth Hour harnesses the power of the crowd to make real change.

Uniting millions around the world for climate action, Earth Hour is testament to our power to impact our climate, our planet.

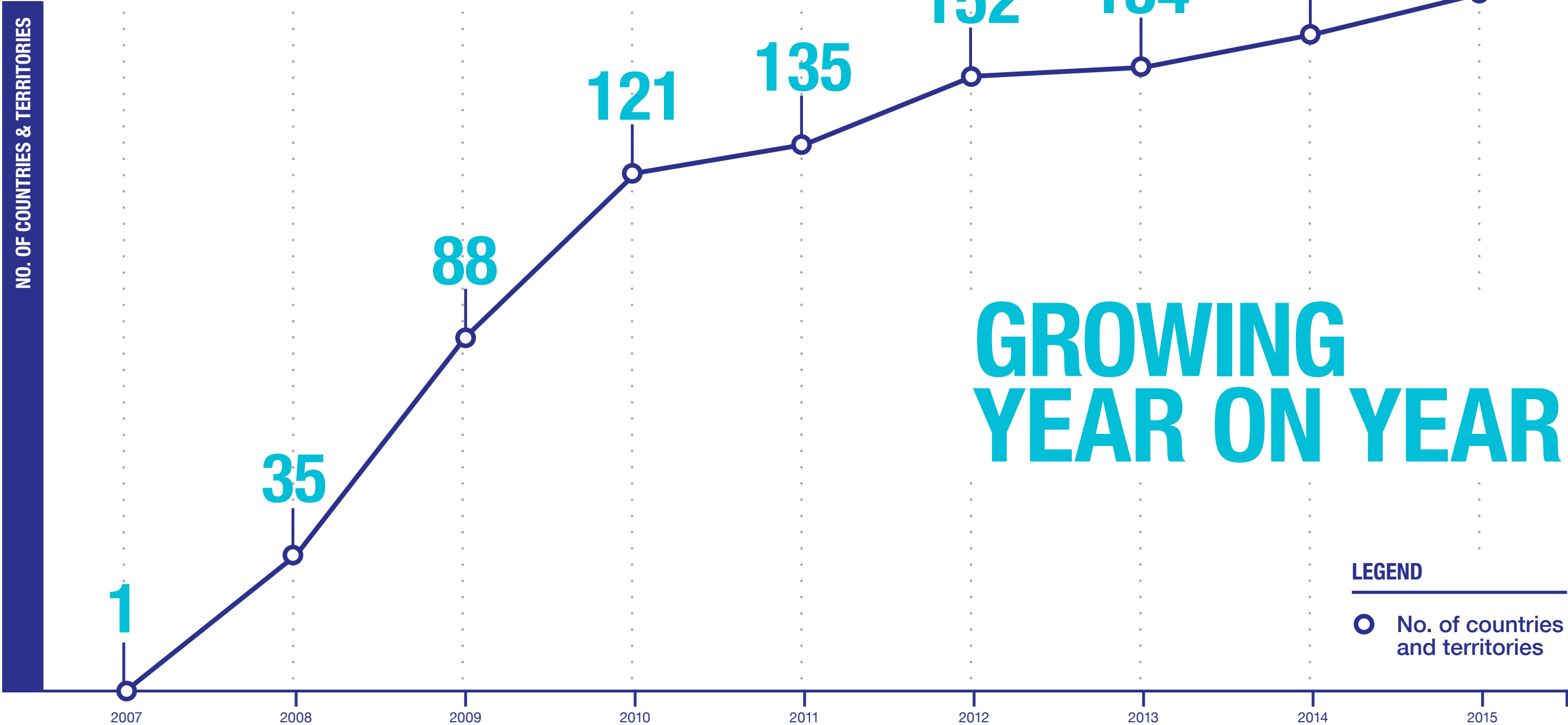


Earth Hour was born in Sydney, Australia, in 2007, as an idea that could unite people and deliver a firm message to the then climate-sceptic government that climate change was an issue Australians cared about. The hour was seen as a moment where people could unite to protect the planet regardless of age, gender, culture or religion.

Who could have foreseen that it would quickly evolve into a global platform for people to take action on climate change, or that the act of turning off our lights for an hour would become an iconic symbol of people's concern to protect the planet?

As of 2015, WWF's Earth Hour has grown to become the world's largest grassroots movement for the environment. While the global lights out remains an impactful visual call-out, its true impact is starting to be seen in areas and communities fighting climate change on an everyday basis.





MILESTONES	Earth Hour was celebrated for the first time by 2.2 million people in Sydney, Australia.	The <i>Golden Gate Bridge</i> in San Francisco and the <i>Colosseum</i> in Rome were some of the major landmarks that went dark for Earth Hour.	In 2009, Earth Hour broke all records of mass participation, becoming the world's largest grassroots movement for the environment.	Three months after the COP15 in Copenhagen, seen by many as a setback to international climate efforts, Earth Hour became the global call-to-action for a sustainable future.	The 'Plus' sign was incorporated into the Earth Hour logo to signify the campaign's evolution beyond the hour.	Russia passed a law to better protect the country's seas from oil pollution after a digital petition launched by WWF-Russia for Earth Hour collected over 120,000 signatures.	Fundacion Vida Silvestre Argentina used Earth Hour 2013 to mobilise support for a then pending Senate Bill to create a 3.4 million hectare marine protected area in the country.	Following a powerful crowdsourcing campaign by Earth Hour in 2014, the Galapagos Islands – a UNESCO World Heritage site – became the first province in Ecuador to pass a law prohibiting disposable plastic shopping bags and expanded polystyrene packaging.	A record-breaking 172 countries and territories participated in Earth Hour with over 620,000 actions taken to change climate change.
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**10,400+**  
landmarks and  
monuments  
switched off their lights



**200+**  
ambassadors  
raised their voice  
to change climate change



**6**  
countries  
working towards  
legislative changes

## EFFORTS TO CHANGE CLIMATE CHANGE



**247,000**  
signatures  
collected online for  
climate petitions



**379,000**  
actions  
taken for the planet during  
Earth Hour



**2,000+**  
schools engaged  
globally for climate action



tree-planting



recycling



distributing LED  
and solar lamps

## DIGITAL



**500,000+**  
visits  
to the website  
between  
27 - 29 March



**82,012,966**  
views  
of Earth Hour official video  
and other Earth Hour-related  
video content between  
Jan - Mar 2015



**70,500+**  
events  
created on  
digital maps



**2,263,020,876**  
impressions  
of official Earth Hour campaign  
hashtags on Twitter between  
27 - 29 March

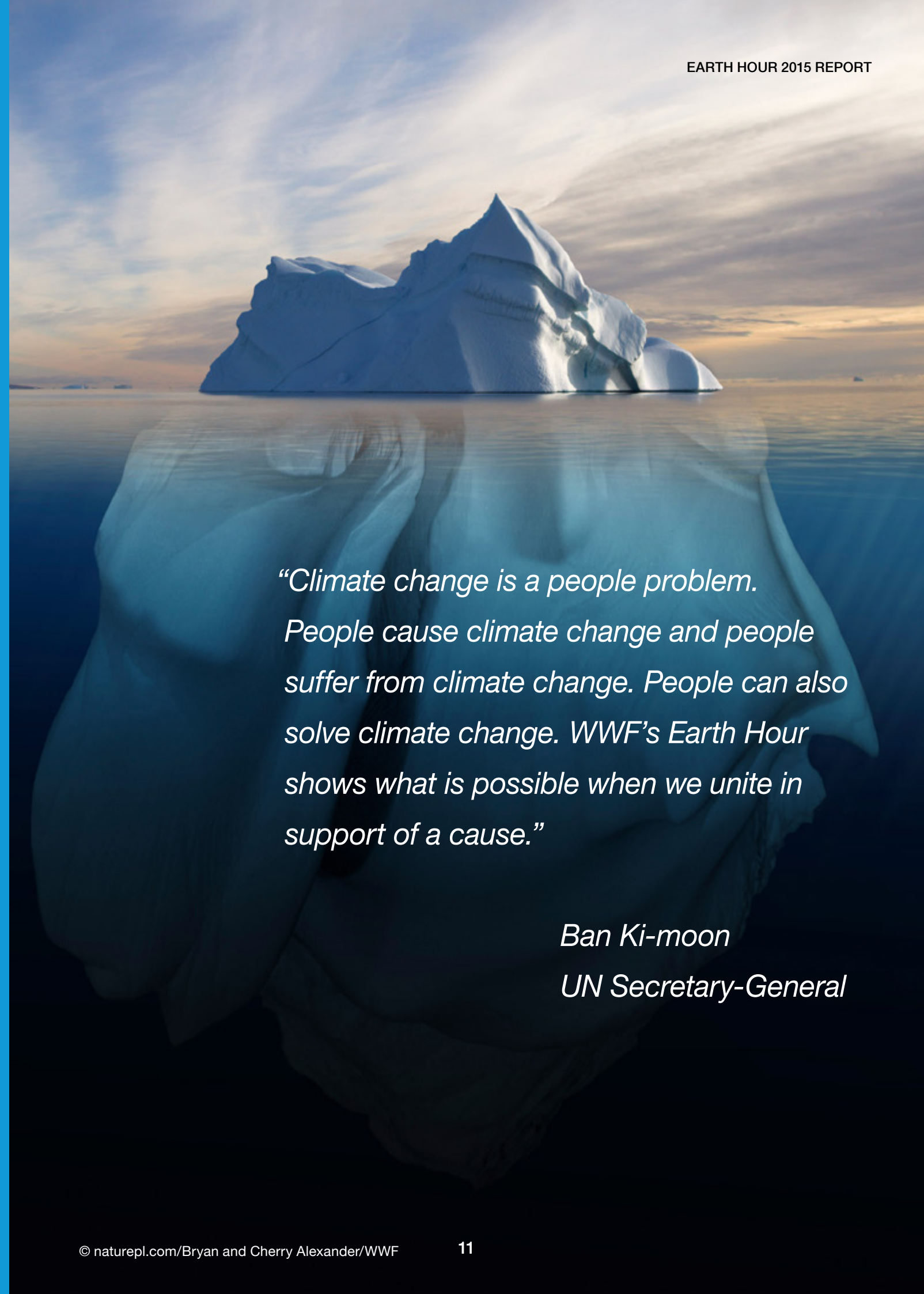


**7.8 million+**  
digital interactions  
between 27 - 29 March



As one of the world's largest conservation organizations, WWF plays a crucial role in the global efforts on climate, acting as a policy and technical advisor to governments and as a civil society representative. However given the role of people in causing, experiencing and solving climate change, WWF believes it is equally critical that people join the discussions and be a part of the solution. Earth Hour engages with the crowd at a grassroots level and helps people to play a role in changing climate change.

By making climate facts relatable, accessible and understandable, Earth Hour enables people to connect the dots between science and reality. It takes the discussions on climate from conference rooms to living rooms, believing that each individual can make a difference.



*“Climate change is a people problem. People cause climate change and people suffer from climate change. People can also solve climate change. WWF’s Earth Hour shows what is possible when we unite in support of a cause.”*

*Ban Ki-moon  
UN Secretary-General*



## SO HOW DOES EARTH HOUR HELP CHANGE CLIMATE CHANGE?

Since the very first Earth Hour, the movement has stood testament to the power of people. It has harnessed the power of the crowd to drive concrete climate action in countries like Russia, Argentina and Ecuador where Earth Hour powered WWF efforts to achieve climate-friendly legislation on protection of forests, marine areas and a ban on the use of plastic in the Galapagos Islands, a UNESCO World Heritage site.

Building on this momentum, WWF's Earth Hour once again leveraged its massive reach and millions of supporters to spark concrete action on climate in 2015. From online crowdfunding for climate and conservation projects to locally-relevant climate campaigns and school/community outreach programmes across seven continents, Earth Hour teams around the world led initiatives to drive public awareness and action on key climate issues.

## POWERING CLIMATE-FRIENDLY POLICY

As a grassroots movement, Earth Hour works as a push and pull force for climate-friendly policy and legislation. It provides a platform to influence public interest and action, harnessing the power of the crowd to make a difference. In 2015, Earth Hour mobilized support to encourage policy on locally-relevant climate issues such as fighting

deforestation (Uganda), a 10-year freeze on new oil projects in the Arctic (Russia), creation of a national park (Malaysia), reduction in energy usage (Brunei Darussalam) and stronger climate change legislation (Scotland and Switzerland).



WWF-Cymru (the Welsh office of WWF-UK) had been campaigning with partner organizations for a strong 'Well-being of Future Generations' bill for two years when they decided to also channel support for the cause through the Earth Hour 2014 'Welsh Wish' campaign. The groups' consistent efforts were met with success in the week preceding Earth Hour this year, when Wales passed the landmark legislation that places a duty on public bodies in Wales to ensure decisions made today meet the needs of future generations. The new law should drive forward stronger action on climate change, such as through insulating homes. The legislation will also change the way public money is spent in Wales, to reduce damage to forests and seas.



## DRIVING AWARENESS ON SUSTAINABLE FOOD & AGRICULTURE

Agriculture and food production are highly vulnerable to changes in climate variability, seasonal shifts, and rainfall patterns caused by climate change. Experts predict that changes in temperature, rainfall and seasonal trends will impact production of staples and crops like corn, beans, cocoa, and even coffee, which require certain conditions for cultivation.

In 2015, WWF and Earth Hour teams around the world drove awareness on the impact

of climate change on agriculture and how consumers, businesses and communities can each take action. From spreading awareness on consuming wisely to sustainable dinners on the night of Earth Hour (the UK, Finland and France) and creating the world's first-ever Earth Hour recipe book *Planet to Plate* with recipes by 52 celebrity chefs in Australia, sustainable food and agriculture was a major theme for Earth Hour 2015.



Over 200,000 'Planet to Plate' recipe books featuring recipes with ingredients impacted by climate change and real-life stories from farmers were sold and distributed by WWF-Australia as of April 2015.

© WWF-Australia

## PROMOTING ACCESS TO RENEWABLE ENERGY

To avoid the worst impacts of climate change, the world needs to transition from its current unsustainable energy paradigm to a future powered by entirely renewable energy. WWF's groundbreaking study - The Energy Report - shows that this future is within our reach, and the Earth Hour movement demonstrates how small individual actions can contribute towards this vision.

Earth Hour 2015 worked to promote renewable energy by working with governments to provide subsidised solar power for urban residential use (Nepal), bridging the gap between the suppliers and consumers of renewable energy (India), creating awareness on renewable energy (China, Sweden) and using the power of the crowd on the Earth Hour crowdfunding platform to provide families in off-grid communities with access to solar power (India and the Philippines).



© Global Warming Images / WWF

WWF-India collaborated with companies like ebay India, Vodafone and domestic carrier Indigo as well as actor Arjun Kapoor to raise funds to provide solar power to off-grid communities living in the Sundarbans, home to the royal Bengal tiger and vast mangroves, a natural defence in the fight against climate change.



## UNITING PEOPLE FOR THE PLANET

In 2014, Earth Hour developed a crowdfunding and crowdsourcing platform for the planet to harness the collective effort of individuals and bring them together to help fund or add their voice to support on-the-ground environmental and social projects.

In 2015, the platform empowered people to take action to protect forests in Portugal,

Indonesia, Uganda and New Caledonia, support communities impacted by climate change in Colombia, provide access to renewable energy in India and the Philippines and protect endangered wildlife in Southeast Asia. Over 350 donors came together for the cause while thousands added their voice to crowdsourcing petitions for climate action around the world.



Solar lamps will be provided to at least 50 families in off-grid communities of Beton Island in Palawan, the Philippines, by end-2015.



Two years after the creation of the world's first-ever Earth Hour forest in Uganda, a country that loses 6,000 hectares of land to deforestation every month, WWF-Uganda is using the power of Earth Hour to help communities living around the forest build sustainable livelihoods. Pictured here is Bibiane with the first pot of honey she harvested with WWF support.



© Germund Sellgren / WWF-Sweden



© Jorge Sierra/WWF-Spain



© WWF-Tunisia



Traditional and digital media play a pivotal role in informing and empowering the public to take action on climate through the Earth Hour movement. We work with WWF and our teams around the world to ensure our impact to change climate change is communicated across traditional and new media channels. Highlights from Earth Hour 2015 include:

PR HIGHLIGHTS

Earth Hour was invited to speak about people and climate action at a UN Press Conference with Janos Pasztor, UN Assistant Secretary-General For Climate Change.

Over 10,000 pieces of media coverage in top 10 countries including US, UK, China, France, Brazil, India and the Philippines in the run up to and during Earth Hour.

Over 1,450 TV mentions in the US market alone.

Global press coverage across all three major wires - AFP, Associated Press and Reuters- and major international media including BBC, CNBC, The New York Times, TIME Magazine, The Guardian, Huffington Post and many more.

Launch of the Climate Change blog on earthhour.org



DIGITAL HIGHLIGHTS

More than 1 million website visits from January to March 2015, of which 408,000+ recorded 'On The Night'.

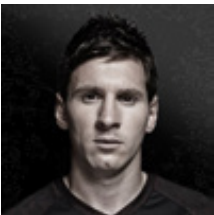
More than 1,400 corporate sign-ups for Earth Hour on the global platform, along with hundreds more across the world between May 2014 and March 2015.

Earth Hour trended in 18 countries on the night!

Support from high-profile personalities such as Lionel Messi, Gisele Bundchen, Jared Leto, Li Bingbing, astronaut Samantha Cristoforetti and many more.

2.2 billion impressions of official campaign hashtags on Twitter between 27-29 March.

The world's first 'virtual concert' conducted during Earth Hour by the Global Orchestra, featuring the Sydney Symphony Orchestra and participants from all over the globe - including at NASA.



Lionel Messi  
28 March

"I'm supporting Earth Hour."

227,263 like this  
1,845 shares



Mark Ruffalo  
@MarkRuffalo  
28 March

"Join me & the rest of the world for @EarthHour. Use #YourPower & turn the lights off tonight at 8:30pm."



Al Gore @algore · 16h  
#EarthHour is Sat 3/28! Take #ClimateAction by going dark for 1 hr with @WorldWildlife + @LiveEarth! #liveEARTHhour wwf.to/1Ft2snU



DesmondTutu Official @TheDesmondTutu · Mar 29  
Lights go out around the world for #EarthHour mashable.com/2015/03/28/ear... via @mashable



The success of Earth Hour is dependent not just on people, but also organisations that believe in the movement. As a long-time supporter of Earth Hour, Starcom MediaVest once again supported the movement by providing their expertise and resources to strategically secure pro-bono media space across digital, social media, print, mobile and prominent outdoor billboards in the U.S.A. and deliver the highest level of consumer awareness. They secured iconic billboards at Times Square in New York, driving awareness of Earth Hour and its climate messaging in one of the most vibrant and densely populated cities in the world.

Other notable media owners that supported the movement include The Telegraph, CBS RTL, NBC Universal, ABN Xcess and National Geographic.

In total, over **USD 3 million** worth of pro-bono media value with over **560 million** global impressions were delivered for the campaign.





To ensure that Earth Hour's climate change messaging was communicated to the masses, all brand and marketing materials were multilingual, including versions in Arabic, French, Spanish and Chinese (traditional & simplified). Country teams also translated marketing collateral into local languages such as Korean, Bahasa and Portuguese, amongst others.



School children in Hong Kong raising awareness for Earth Hour on city trams.



College students in Indonesia localizing the Earth Hour message.



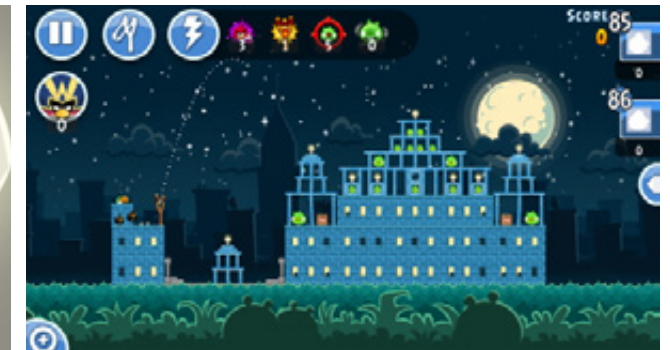
## ROVIO ENTERTAINMENT LTD

Rovio Entertainment Ltd, creators of the hugely popular Angry Birds™ game, partnered with Earth Hour to take the movement to Piggy Island and invite the Angry Birds, Professor Pig and other piggies to act for the planet. Angry Birds Friends and fans were invited to participate in an Earth Hour tournament during the week preceding Earth Hour.

During Earth Hour itself (8:30 p.m. Finland time), Rovio, the game and players joined the world in going dark. Rovio also created an animated video with Professor Pig and his 'minions' to spread the word on Earth Hour. To date, the video has garnered close to 5 million views.

The campaign also set social media abuzz gathering over 20 million Twitter impressions and 30 million Earth Hour promotion impressions on Angry Birds official channels in multiple languages.

**MORE THAN  
3 BILLION  
PIGGY LIGHTS  
TURNED OFF FOR  
EARTH HOUR!**





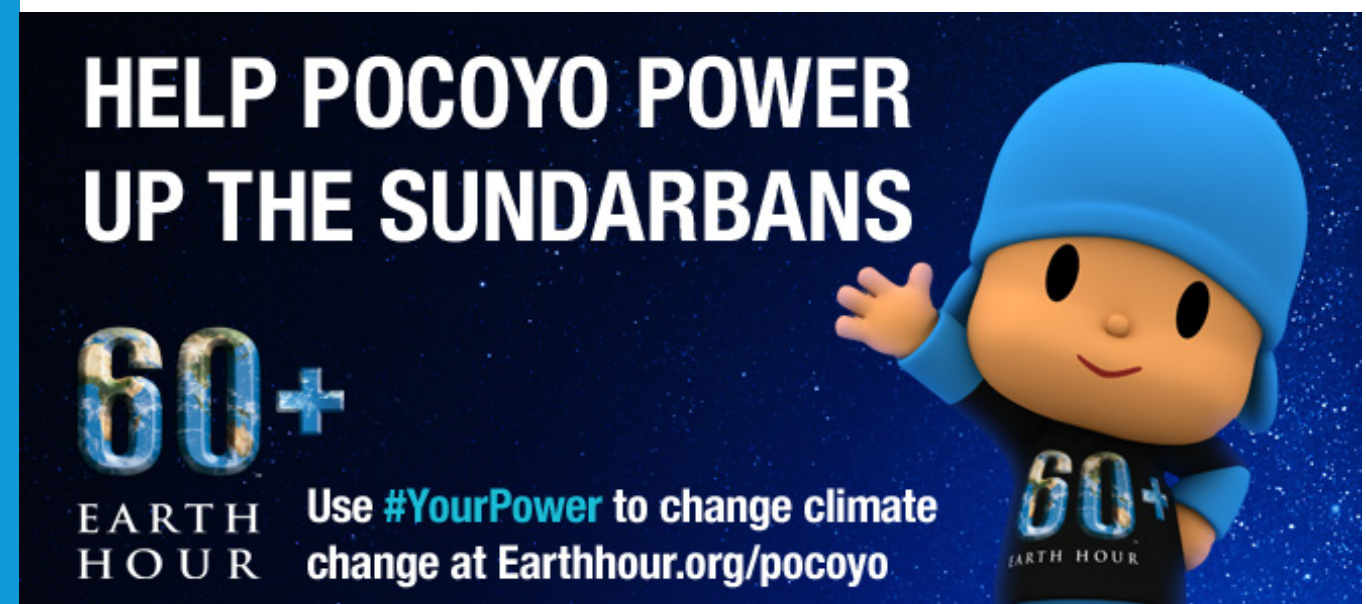
## ZINKIA ENTERTAINMENT

Famous cartoon toddler, Pocoyo, became Earth Hour Kid's Ambassador for the fifth year running, as Zinkia Entertainment joined forces with Earth Hour to spread awareness on climate change amongst its young audience and social media supporters.

In a special 'Earth Hour' episode aired on YouTube, US-based TV channels such as Nick Jr. and Univision and Cultura TV in Brazil, Pocoyo and his friends, Elly the elephant and Pato the duck, experienced the effects of climate change and rallied support for Earth Hour crowdfunding projects in Colombia, Indonesia, India and the Philippines. The Earth Hour episode, which was aired in Spanish, Portuguese and English, garnered over 2 million views from March to April 2015.

Through the partnership, Pocoyo also rallied YouTubers such as GuineaPig, VLOG and Nerdycraftster to film their support garnering over 600,000 views of videos based on Earth Hour's crowdfunding projects.

**OVER 2.6 MILLION  
YOUTUBE VIEWS  
OF EARTH HOUR  
VIDEOS.**





## TIMEX

In the lead-up to Earth Hour 2015, Timex invited the world to make a pledge for the planet on a customised Earth Hour Timex campaign website featuring the latest real-time 3D engine technology. Titled #TimeToGLO, supporters were encouraged to make a pledge and share it on social media along with a 'GLO(w)ing' profile picture reminiscent of Timex's signature INDIGLO watch. For every shared pledge, Timex donated USD 1 to Earth Hour contributing a total of USD 50,000 to the movement by the close of the campaign.

**OVER  
3.7 MILLION  
DIGITAL  
ENGAGEMENTS  
FROM ACROSS  
139 COUNTRIES.**



**It's #TimeToGLO. Join Timex and Earth Hour now.**

Visit [Timex.com/EarthHour](http://Timex.com/EarthHour) to make your pledge and join the global movement. For every shared pledge, Timex Group USA will donate \$1 to Earth Hour. #TimeToGLO  
[EARTH HOUR.TIMEX.COM](http://EARTH HOUR.TIMEX.COM)





## DUREX

Now in its second year, Durex continued their *Turn Off to Turn On* campaign for Earth Hour, creating a viral video that received over 75 million views as couples around the world were invited to switch off and celebrate Earth Hour.



THE DUREX EARTH HOUR VIDEO WAS THE MOST WATCHED VIRAL VIDEO IN THE WORLD 3 WEEKS RUNNING.

## DU BATTERY SAVER

DU Battery Saver, the world's top battery saving app for Android phones and a corporate partner of WWF, supported Earth Hour in 2015 by raising awareness of the movement through a special series of custom "skins" for its battery widget. From late February to early April, DU Battery Saver displayed three unique splash-screens to more than 100 million users worldwide. Each splash-screen coincided with the release of a new Earth Hour themed battery skin. Users could use the new battery skins on their phone's battery widget and share the Earth Hour message through social media platforms to get the word out.

ACHIEVED OVER 500 MILLION IMPRESSIONS.





For the first time, Earth Hour called on supporters worldwide to join a global network of “Earth Hour Champions”, a select group of brand-loyal and engaged individuals committed to using their power for the planet. Ranging from ages 15 to 40 and from all over the globe, these 281 individuals have a passion for the cause, a strong social media presence and have become Earth Hour influencers in their own right, spreading the word on climate change across various communities.

Earth Hour Champions provide never-before access and insight into Earth Hour within their local communities, and act as on-ground regional coordinators for local activities and initiatives. They also give the Earth Hour Global team a deeper understanding of our audience, and share a fresh perspective on Earth Hour activities and programmes.



### Hendito Khairiansyah

To All Network

Hello all, we are ready for #earthhour 2015 here at Malang, Indonesia! Let's make climate change a history!



### Dafne Castañón

To All Network

Hi! I'm happy to be part of this community! I'm Mexican, and I already involve my friends and family in this! I hope I can do more here in my city!

Like · Reply · Share · More March 5 at 12:01pm from iPhone



### Erickson Sanchez

To All Network

We are going to have our River Clean Up Drive on Friday, March 20 here in Baguio City, Philippines in partnership with the Environmental Management Bureau. The activity is in celebration of the World Water Day on March 22, 2015.

Like · Reply · Share · More March 17 at 1:00pm from iPad



### Iman Nungky Kautsar

To All Network

we will planting hundreds of mangroves in Surabaya coastal area, East Java, Indonesia.

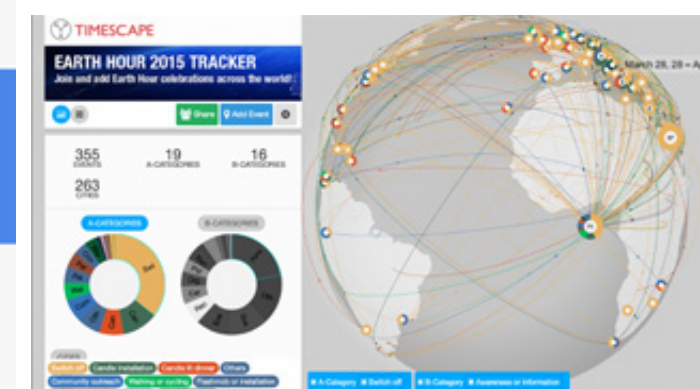
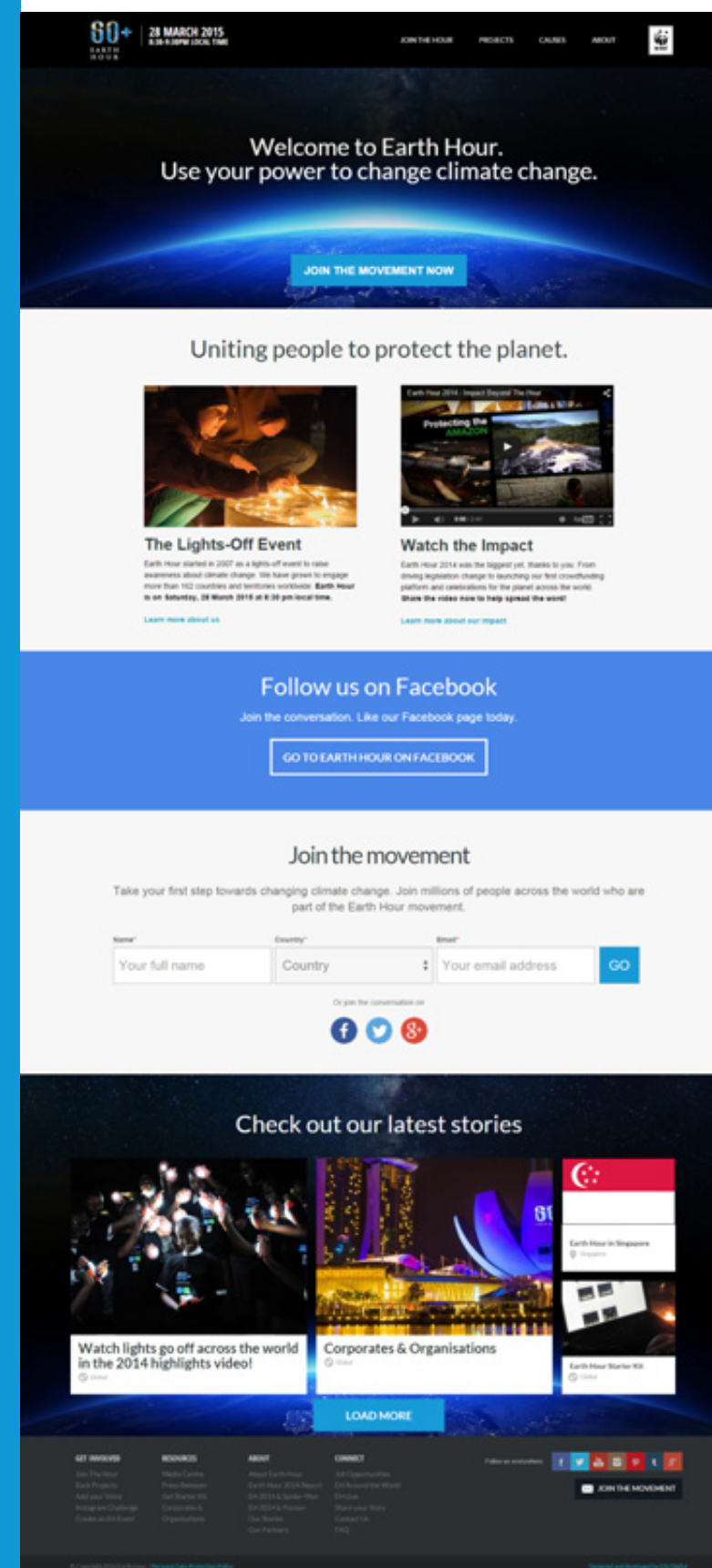
Like · Reply · Share · More March 5 at 2:37am



Climate change knows no borders and technology plays an important role in ensuring that a people-driven movement like Earth Hour for this very cause, is not limited by borders either. In a world where social networking is the norm, Earth Hour leverages these channels as well as the latest technologies to engage people for positive environmental action. Coupled with people's desire for collective action on climate, technology has been the great enabler that has allowed Earth Hour to achieve its dramatic level of engagement.

Earth Hour powers, coordinates, communicates and measures involvement around the world using technology. Annually, over 2 million pages are viewed on [www.earthhour.org](http://www.earthhour.org), a fully responsive, mobile-friendly website hosted by Acquia. Running on Drupal, an open source CMS, the website creates a digital experience that tells the Earth Hour story while offering tangible climate solutions on its Take Action page and crowdfunding platform powered by Crowdonomic. Off the site, the Earth Hour supporter journey continues via email and social media where Earth Hour has a vibrant community surpassing 1.1 million followers.

Earth Hour is also harnessing tools like instant messaging app Cotap, the #TweetMyPower donation platform and Timescape, the story-telling data visualization platform animating the Earth Hour Tracker, to inform and inspire more people to take action to change climate change.





Over 10,400 landmarks, including several UNESCO World Heritage sites, participated in Earth Hour by having their lights switched off. Below is a list of 20 landmarks around the world that participated in Earth Hour lights-out this year.

CONTINENT	COUNTRY	LANDMARKS	UNESCO SITE
Africa	South Africa	Table Mountain and Robben Island, Cape Town	
Asia	Hong Kong	Victoria Harbour Skyline, Hong Kong	
	Japan	Cosmo Clock, Yokohama	
	U.A.E	Burj Khalifa, Dubai	
Europe	Croatia	Diocletian's Palace, Split	
	France	Eiffel Tower, Paris	
	Germany	Brandenburg Gate, Berlin	
	Greece	The Acropolis, Athens	
	Italy	St. Peter's Basilica, Vatican City	

Europe	Italy	Colosseum, Rome	
	Spain	La Alhambra, Granada	
	Turkey	Rumeli Fortress, Istanbul	
	U.K	Houses of Parliament, London	
North America	Dominican Republic	Colonial city of Santo Domingo (Parque Colon)	
	Canada / U.S.A	Niagara Falls	
	U.S.A	Empire State Building, New York	
Oceania	Australia	Opera House, Sydney	
South America	Brazil	Copacabana, Rio de Janeiro	
	Chile	National Park Rapa Nui	
	Ecuador	Galapagos Islands	





Greece - The Acropolis



© Andrea Bonetti / WWF-Greece



United Kingdom, England - Houses of Parliament



© Ash Knotek / WWF-UK



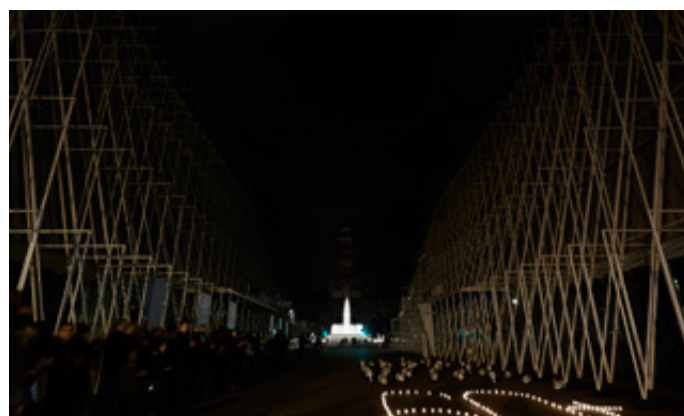
United Kingdom, Scotland - Glasgow City Chambers



© WWF-UK



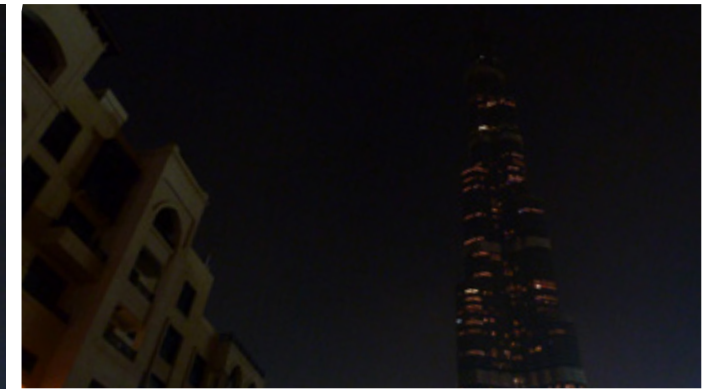
Italy - Expo Gate Milan



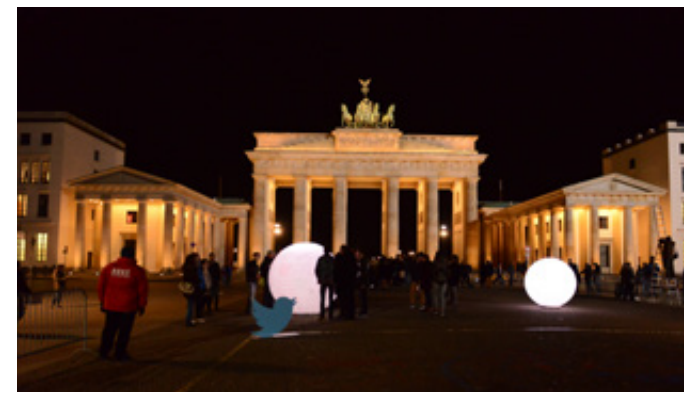
© Gabriele Ruffato / WWF- Italy



United Arab Emirates - Burj Khalifa



© Earth Hour U.A.E



Germany - Brandenburg Gate



© WWF-Germany



Hong Kong - Hong Kong Island Skyline

© Denis Chan / WWF-Hong Kong



Earth Hour is a movement that spans 172 countries and territories around the world. This massive global effort is coordinated by the Earth Hour Global team based in Singapore, which drives the campaign and supports and collaborates with local WWF offices and the Earth Hour network to mobilize a maximum number of people, corporates and governments to use their power and act for the planet.



**SUDHANSHU  
SARRONWALA**

Chair of  
Earth Hour Global



**SID  
DAS**

Executive Director  
of Earth Hour Global



**BONNIE  
CHIA**

Director of  
Brand and Marketing



**EMILY  
WALKER**

Director of  
Business Development



**AANCHAL  
MEHTA**

Team Operations  
Manager



**RUCHA  
NAWARE**

Communications  
Manager



**RICHARD  
BROCK**

Implementation  
Manager,  
Payment Solutions



**CHARLES  
MA**

Assistant Manager,  
Brand and Marketing



**KARNIKA  
DHANKAR**

Assistant Manager,  
Digital and Media



**UMMI  
KALSOM  
HAMIS**

Assistant Manager,  
Finance and  
Administration

Lastly, Earth Hour could not have been possible without our contract staff, volunteers and interns who help make Earth Hour happen every year. We would like to thank every WWF office and country team, volunteer and former Earth Hour Global staff member for their contribution towards Earth Hour’s journey in becoming an interconnected global community for the planet.

