



WWF

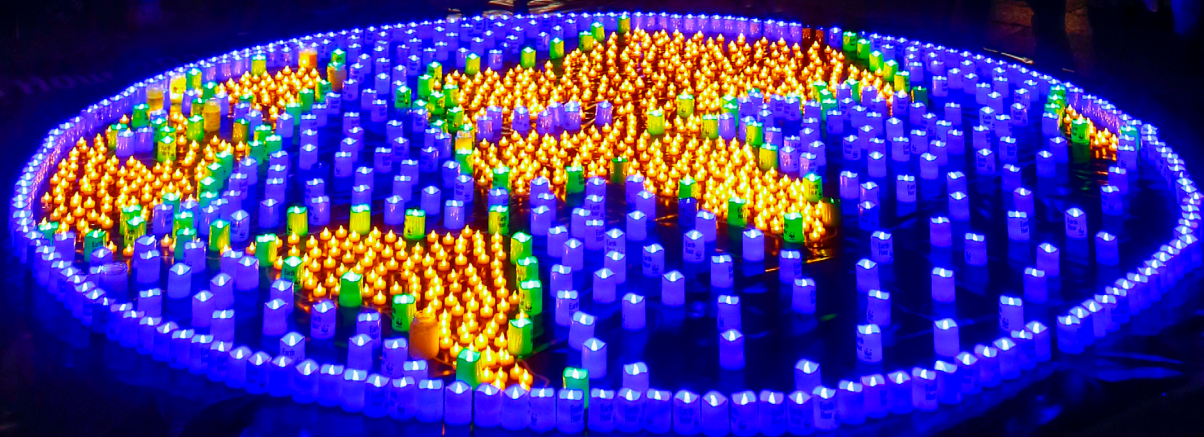
REPORT

2017

60+
EARTH HOUR

EARTH HOUR²⁰¹⁷

HIGHLIGHTS



INTRODUCTION

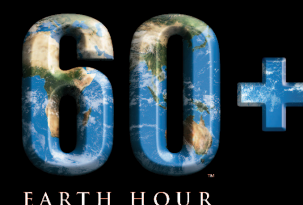
Today, the need for climate action is at its greatest yet. Temperatures in the Arctic are hitting record highs even as sea ice shrinks to lowest levels ever observed; coral reefs in the Great Barrier Reef are being bleached white for the fourth time in less than two decades; and the concentration of carbon dioxide in the atmosphere is the highest it has been in the last 800,000 years.

As climate change becomes an everyday reality, the relevance of WWF's Earth Hour has never been greater. As the world's largest grassroots movement for the environment, Earth Hour helps bridge the gap between conference rooms and living rooms to encourage each person, community and organization to take action and create a positive impact for the planet.

WWF's Living Planet Report 2016 showed us that human activity was pushing the planet to the brink, impacting the very biodiversity and ecosystems that underpin the health and well-being of people, wildlife and the planet itself. Earth Hour shows us that together we can still turn this around. The time to act is now.


THIS EARTH HOUR, SHINE A LIGHT ON CLIMATE ACTION.

Switch off your light and switch on your
social power at earthhour.org



#ChangeClimateChange
EARTHHOUR.ORG
25 MAR 2017 | 8:30 PM





Every year, Earth Hour has seen record participation across seven continents, even aboard the International Space Station. It has inspired millions to support and participate in critical climate and conservation projects led by WWF. This has powered efforts to drive climate policy, awareness and action among individuals, businesses and governments.



FROM A MOMENT IN 2007...

Ten years ago, on Saturday 31 March 2007, the bustling city of Sydney stunned the world by switching off its lights for the world's first Earth Hour. Around 2.2 million individuals, businesses and organizations turned off their lights for 60 minutes to show the government that climate change was an issue they cared about.

Every year since, Earth Hour has seen record participation. Across seven continents (and the International Space Station), Earth Hour has inspired millions to support and participate in critical climate and conservation projects led by WWF, powering efforts to drive climate policy, awareness and action among individuals, businesses and governments. The movement known the world over for its signature lights-out event has even helped bring solar energy to off-the-grid communities in India, Ethiopia and the Philippines.

In 2017, an unprecedented 187 countries and territories participated in Earth Hour, a fitting celebration to mark its tenth anniversary and journey from symbolic moment to global movement in the past decade.

...TO A GLOBAL MOVEMENT IN 2017

The world witnessed two climate milestones in 2016. The first was the coming into force of the Paris Agreement, four years earlier than expected, and the second was a new record for the highest global average temperatures.

Our planet today is at a climate crossroads and WWF's Earth Hour is a reminder that we all have a role to play. Celebrated across a record-breaking number of countries and territories, the tenth anniversary of the movement, like the editions before, stood testament to the determination of people worldwide to be a part of the climate action our planet urgently needs.

From protecting biodiversity and forests to encouraging a shift toward renewables and sustainable practices among communities, companies and countries, Earth Hour 2017 united millions around the world to shine a light on climate action. As skylines dimmed and timelines glowed, one message shined bright: this is our time to change climate change.



187

COUNTRIES & TERRITORIES



12,000+ LANDMARKS & MONUMENTS SWITCHED OFF THEIR LIGHTS

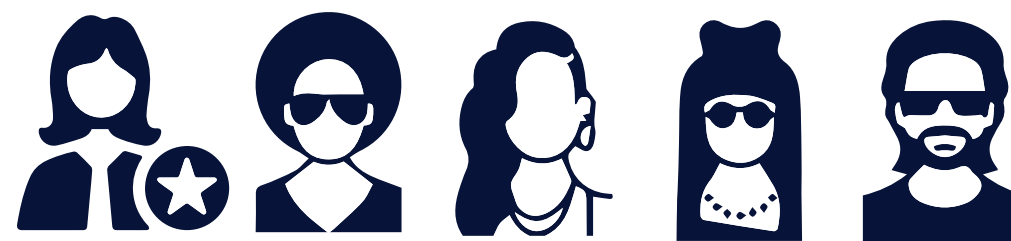


**3.5 BILLION+** IMPRESSIONS OF OFFICIAL CAMPAIGN HASHTAGS LEADING UP TO & ON THE NIGHT OF EARTH HOUR (JAN - MAR 2017)

30

COUNTRIES SAW #EARTHHOUR TREND 

350+ AMBASSADORS & INFLUENCERS JOINED THE MOVEMENT



12+ MILLION POTENTIAL REACH ACHIEVED WITH **18,500+** PEOPLE DONATING THEIR FACEBOOK FEED



7 COUNTRIES AIMING FOR CLIMATE POLICY OUTCOMES



“Governments and businesses must step up - so must individuals.

Building a sustainable tomorrow depends today on all of us.”

- UN Secretary-General, António Guterres



EARTH HOUR & MOBILIZING THE POWER OF THE GRASSROOTS

Today, as the impacts of climate change accelerate, the world needs to come together to show more ambition, greater collaboration and never-before-seen innovation in climate action.

People are on the frontline of climate change and to tackle the planet's biggest environmental challenge yet, they must not be left on the sidelines of climate policy and action.

As the biggest stakeholders for governments and companies, people can help change climate change and steer our planet toward a sustainable future for all.

In the past ten years, we have seen the impact a grassroots movement like Earth Hour can create and, as climate change breaks new records, it is time to set new milestones for climate action in parallel. Changing climate change starts with each of us and it must start right now.

EARTH HOUR CONSERVATION THEMES HIGHLIGHTS

WWF-USA

As skylines dimmed worldwide for Earth Hour 2017, WWF-US invited artists such as Jared Leto, Bridget Mendler, and Maroon 5 to broadcast live sets to their fans around the globe. People were invited to 'Turn Up the Dark' via Facebook Live to demonstrate their commitment to #ChangeClimateChange.

Earth Hour-Dominican Republic

In the Dominican Republic, supporters created the first Climate Trainers Body and Earth Hour National School Network in line with their theme of 'shine a light on your sustainable habits'.

WWF-Chile

In Chile where forest fires have long created serious impacts, people came together to shine a light on forests this Earth Hour. Volunteers delivered seeds, planted trees, visited national parks and took part in many other activities to highlight the importance of protecting forests.

Earth Hour-Algeria

Changing climate change requires collective action and in Algeria, three ministries joined forces to promote sustainable energy use and raise awareness of climate action. People came together to participate in debates on environmental protection, and attend a musical show in support of Earth Hour.

WWF-Poland

WWF-Poland used Earth Hour to mobilize public support to protect the Vistula River against planned regulations threatening the river's natural flow and form. More than 23,000 people came together to sign the petition online and show their support on the day of Earth Hour.

Earth Hour-Belarus

Earth Hour Belarus held a massive on-the-night concert in Minsk to celebrate and raise awareness of climate action, including unique "green mails" which fans could send their friends.

Earth Hour-Iran

With a compelling theme 'A Tree for my Mother', the Isfahan municipality in Iran held a week-long tree-planting event to shine a light on the need to protect Mother Earth.

WWF-China

In China, WWF worked with several companies, including H&M and AliPay, to create and offer sustainable living products and choices to individuals keen to make a difference with Earth Hour.

WWF-Bhutan

The world's first carbon negative country, Bhutan, celebrated Earth Hour by setting up a new School Climate Science Centre to encourage environmental education and awareness among the youth and create lasting change.

WWF-Australia

This year, WWF-Australia launched a new Earth Hour Solar Light programme in partnership with SolarBuddy to provide 500 Earth Hour solar lights to rural communities in Ethiopia and replace carbon-intensive kerosene lamps.

WWF-India

As in previous years, WWF-India once again used Earth Hour 2017 to spread awareness of renewable energy and sustainable living, also organizing cyclathons nationwide that invited people to pedal for change.

WWF-South Africa

As part of Africa's regional digital campaign, WWF-South Africa launched a public petition urging the country's public utility company Eskom to make the shift to renewable energy. Over 13,000 South Africans signed the petition, showing their commitment to building a clean, green future together.

Earth Hour-Nigeria

This year, Earth Hour Nigeria focused on environmental pollution - bringing together youth and development sector experts to review waste management policies in Benue state.

● Awareness

● Education

● Waste Management

● Sustainable Food & Living

● Renewable Energy

● Protect Biodiversity

POWERING THE SHIFT TO RENEWABLES

With CO₂ emitted by the consumption of fossil fuels being the largest component of the Ecological Footprint – 50 per cent – it is critical we move away from fossil fuels. This transition requires governments to create policies that favour sustainably produced renewable energy; businesses to move money out of fossil fuels and fossil fuels out of their energy needs; and individuals to help drive a greater demand for renewables.

In 2017, countries such as India, South Africa, Hungary and Australia used the Earth Hour movement to encourage individuals to take action for renewable and sustainable energy solutions, both in their individual lives and local communities.





PROMOTING SUSTAINABLE LIFESTYLES

Currently, humanity is using the resources of 1.7 Earths to meet our yearly demands for energy, food, shelter, and the things we do and buy. Our lifestyles and individual ecological footprints are pushing the planet to the edge.

As the world's largest grassroots movement for the environment, WWF's Earth Hour informs, inspires and empowers people to realize their role and potential in changing climate change. This could be at an individual level by making sustainable choices for food, energy, water and transport use for example (using only as much as one needs, sourcing locally, reducing wastage and opting for alternatives with no or a low carbon footprint), or as a collective where people, who are the primary stakeholders for governments and businesses, come together to demand and influence local, business and national policy for stronger climate action.

In 2017, countries around the world such as China, Finland and Colombia used the Earth Hour platform to inform and inspire more people to make sustainable choices.

STRONGER CLIMATE POLICY

While the Paris Agreement marks a milestone in global climate efforts, the actual work begins now as countries must develop and implement national climate action plans that will help meet the targets set out under the historic agreement. In addition, companies must also take action to help reform our food, finance and energy systems that are driving the planet and its ecosystems to the edge.

Earth Hour 2017 campaigns in several countries urged policy-makers, institutions and businesses to take strong climate action, whether it was through a petition to Eskom, the public service utility company in South Africa, or at the European level as thousands donated their Facebook feed to express their solidarity with WWF's vision for a 100 per cent renewable future.





PROTECTING FOREST AND BIODIVERSITY

Human activity is the main driver of the unprecedented levels of biodiversity loss we are seeing today, impacting the very forests, oceans and ecosystems that are the planet's first line of defence against threats like climate change. Biodiversity is what helps sustain life on planet Earth and, in 2017, teams in countries such as Brazil, Japan and Ukraine used Earth Hour to not only create awareness of the intrinsic value of biodiversity but also help mobilize public support for action to protect it.

THIS EARTH HOUR, SHINE A LIGHT ON CLIMATE ACTION

Your support over the past ten years has helped Earth Hour become the world's largest grassroots movement for the environment- exactly the kind of momentum we need to tackle our planet's biggest environmental challenge yet. As millions around the world unite for the planet, share what you believe in. Use your social power to spark real change. Donate your Facebook feed and join the global movement to [#ChangeClimateChange](#)

Together with your voice, we can reach more than

12,026,860
PEOPLE

UNITED STATES ▼

ENTER

THE POWER OF SYMBOLISM

In the past ten years, Earth Hour's biggest achievement has been helping make climate change a mainstream issue, understandable, relatable and accessible to all. It has helped drive mass awareness and conversation on climate change, using symbolic gestures such as switching off the lights to encourage people to take the first step toward climate action.

In 2017, given the rise of causes and activism online, Earth Hour aimed to also take the symbolic gesture of the light switch into the digital space, replacing the flick (of a switch) with a click online.

As in 2016, people, along with communities and organizations, were invited to donate five Facebook posts on their timeline and change their profile picture to shine a light on climate action and inspire their networks to join the movement.

More than 130,000 people and pages participated in this 'digital version' of lights out as the skylines dimmed worldwide.





Earth Hour: Famous landmarks plunge into darkness - but why?



Cities and monuments switch off for Earth Hour



Earth Hour switches lights off around the world



Lights go out around the world for 10th Earth Hour

MEDIA HIGHLIGHTS

As skylines and timelines took a stand for climate action, headlines were not far behind. Between 1 January and 31 March, Earth Hour was covered by TV, radio and print media worldwide with at least 29,000 mentions.

In addition to coverage of local events, campaigns and initiatives in several national media, the global Earth Hour movement was also covered in outlets such as AFP, AP, Reuters, Al Jazeera, BBC, Le Monde, Deutsche Welle, Huffington Post and more – highlighting the need for urgent climate action.

DIGITAL HIGHLIGHTS

Over 3.5 billion impressions of #EarthHour, #ChangeClimateChange and other campaign hashtags were generated.

Over 3.6 million visits to earthhour.org and local Earth Hour campaign websites were recorded.

#EarthHour trended in more than 30 countries on the night.

Close to 1 million digital actions were taken to show support for Earth Hour and the movement to change climate change.

Over 400 celebrities and influencers worldwide supported Earth Hour 2017 online including WWF Global Ambassadors Jared Leto and Andy Murray as well as Li Bingbing, Ellie Goulding, Claudia Bahamon, Amitabh Bachchan and Forest Whitaker. More than 18,500 people and close to 15,400 pages signed up on the ‘Donate Your Feed’ platform, available in 14 languages, to donate their posts on Facebook to shine a light on climate action. The posts on personal timelines alone had a potential social reach of more than 12 million.

TOP 10 DONATE YOUR FEED SIGNUPS:

INDIVIDUALS

USA

Colombia

Peru

Philippines

Mexico

Chile

India

Ecuador

Canada

UK

PAGES

Philippines

Peru

USA

India

Colombia

Mexico

Ecuador

UK

Chile

Canada

TOP REGIONS FOR DONATE YOUR FEED:

LAC, APAC, Europe, UK

PAGE SIGNUPS (TOP 3 CATEGORIES):

Communities, Arts & Entertainment, Retail

Like

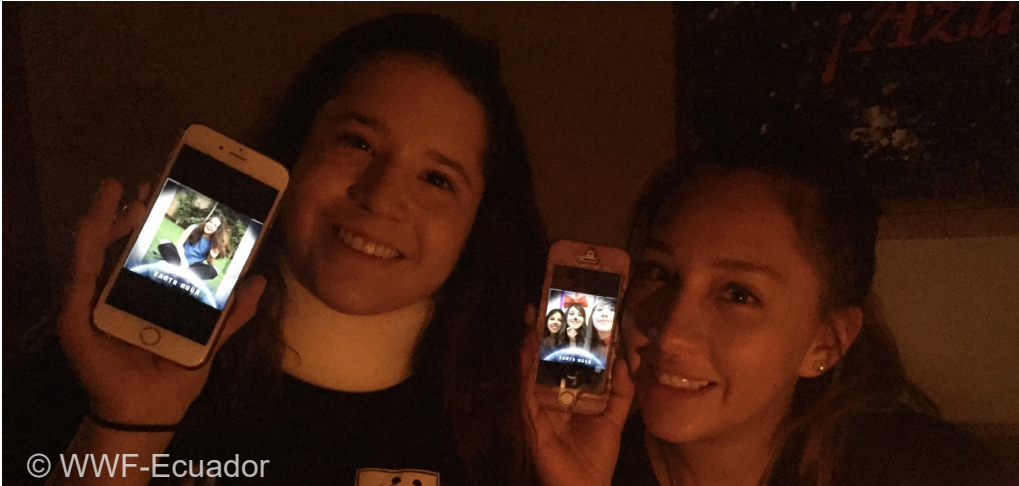
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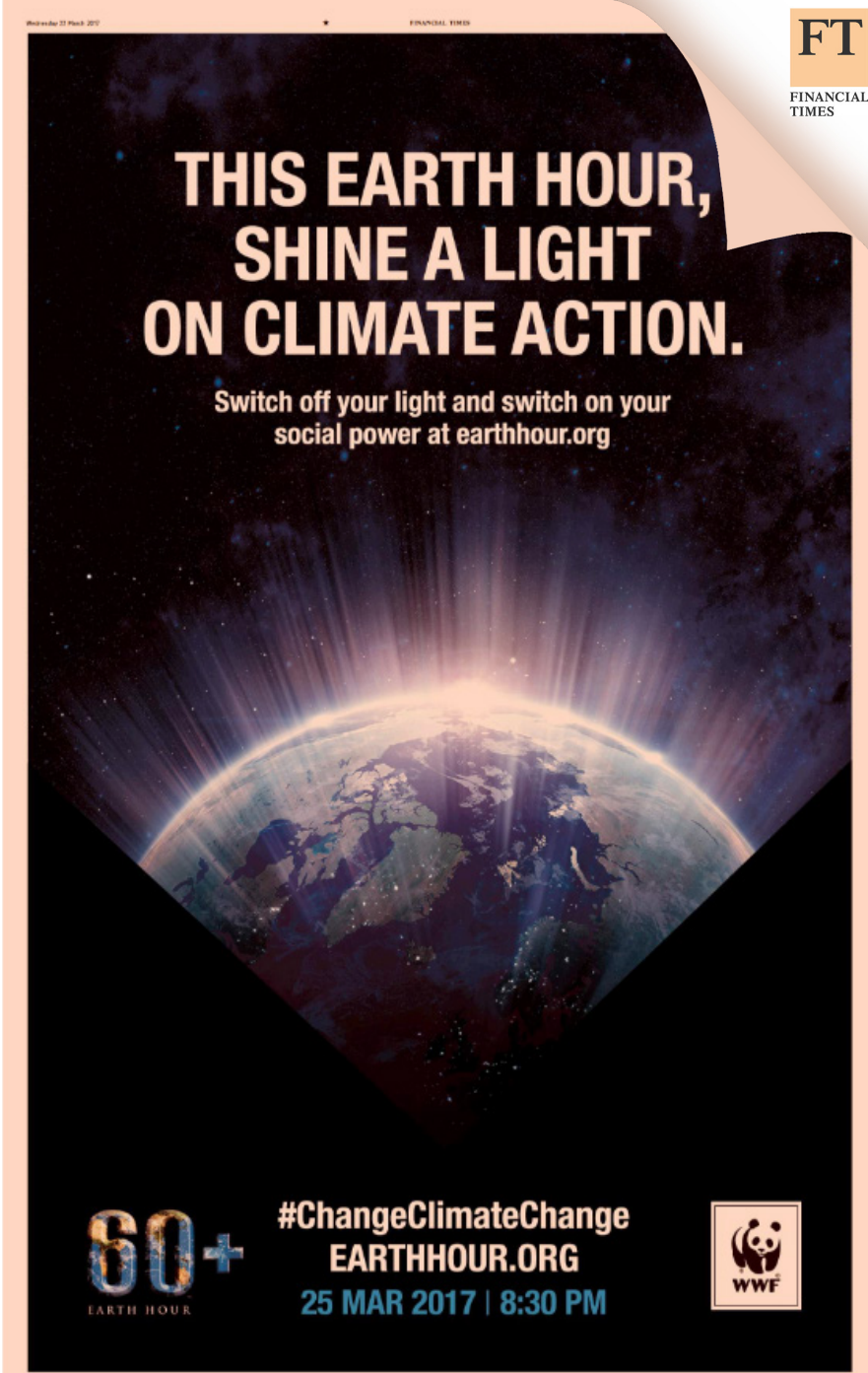
Share

Over

112,900

people pledged their support to [#changeclimatechange](#) by changing their Facebook profile picture for earth hour.





ADVERTISING HIGHLIGHTS

Creating awareness of climate issues and grassroots movements like Earth Hour is the first step toward engaging people in climate action. In 2017, as in previous years, locally-relevant visuals together with strategic pro-bono media spaces were key in spreading the word on ways for individuals to get involved.

Even as teams across the world adapted the global ‘Shine a light on climate action’ key visual to highlight issues and initiatives being taken in their countries or regions, our partners and supporters like StarCom MediaVest and Sky stepped forward to help Earth Hour secure pro-bono placements across print, online, TV and outdoor channels.

From the iconic billboards of Times Square to screenings across global broadcast networks, all our pro-bono ad partners including Financial Times Global, RTL CBS Asia, Outdoor Channel, Bloomberg and many more helped us deliver the highest level of consumer awareness to ‘shine a light on climate action’.

Similar to 2016, this year we also decided to use the powerful medium of visual storytelling to highlight just how personal climate change can be. The Earth Hour team produced several videos, from webisodes on what children think about the environment and climate change to an adaption of last year's acclaimed 'The Future Starts Today' video, showcasing the role of people in climate action and the impact we can create when we act together.

This spirit of creativity and collaboration to spark change also came through in the videos submitted through the ‘Millions of reasons to take action’ crowdsourcing competition organized with Userfarm. Each of the eight selected entries reflected the universality and uniqueness of climate change and what it could mean for different generations, cultures and communities.

For the first time, the inspiration and emotions of millions of Earth Hour supporters around the world came alive through the different takes and interpretations of talented filmmakers and their compelling storylines.



PARTNERSHIPS

In the past decade, Earth Hour has brought together thousands of businesses and organizations eager to do their part to change climate change.

From leveraging Earth Hour campaigns to support broader climate initiatives to inviting their staff and customers to join the movement, our partners and supporters have played a critical role in building the Earth Hour community thus far and inspiring larger impact. In 2017, these included:

Zinkia Entertainment: Earth Hour ‘Kid’s Ambassador’ and popular cartoon toddler Pocoyo and his group of friends once again united in creating fun, educational videos on climate change and the role all of us can play in creating a climate-safe future with Earth Hour. 13 videos were uploaded to Pocoyo’s YouTube channel to support the campaign, gaining over 5 million views in total.

Rovio Entertainment: In 2017, Angry Bird Friends and the piggies also joined the Earth Hour movement with creators Rovio developing an Earth Hour-themed tournament to encourage players worldwide to ‘shine a light on climate action’.



HSBC: As a global WWF corporate partner, HSBC once again rallied its staff and customers to join the Earth Hour movement, hosting internal webinars to encourage employee engagement and displaying Earth Hour information across ATM screens in the US and the UK reaching over 6.4 million people.

DU Group: Also a WWF corporate partner, DU Group joined the Earth Hour movement yet again – inspiring more than 5 million users to shine a light on climate action through interactive games, creative battery skins and videos.

Just One Hotels Programme: As hotels worldwide continued to organize and celebrate Earth Hour locally, Sands China Ltd and Frasers Hospitality went a step further by joining the ‘Just One’ programme – inviting their guests to donate one dollar for every night of their stay toward WWF climate projects.

EARTH HOUR INTERNS

Earth Hour is the world's largest grassroots movement for the environment, coordinated by the WWF International Communications and Marketing Division. This massive global effort would not be possible without our staff, volunteers, interns and partners, and we would like to thank every WWF office and country team for their contribution to Earth Hour.

You can do so much more than just switching off your lights. Go beyond the hour by making a difference with WWF through supporting our work or committing to a sustainable lifestyle. We look forward to your participation and support for Earth Hour 2018!



WWF IN SHORT

100%
RECYCLED



+100

WWF is in over
100 countries, on
6 continents

+25M

WWF has over 25 million
followers on social media
and messaging apps

1961

WWF was founded
In 1961

+5M

WWF has over
5 million supporters



Working to sustain the natural
world for people and wildlife

together possible panda.org