

# **EARTH HOUR 2019**

## **HIGHLIGHTS REPORT**

**#CONNECT2EARTH**



**Marco Lambertini**  
Director General,  
WWF International

*Mobilizing hundreds of millions of people is key to supporting a climate and nature action agenda for a better future for people and planet.*

Earth Hour 2019 was a truly remarkable and inspiring success. Individuals, businesses and cities in 188 countries and territories came together to speak up for nature and inspire urgent action for the environment. As Earth Hour rolled around the globe, thousands of landmarks switched off their lights in solidarity with the planet.

In past years, Earth Hour has focused on the challenge of climate change and helped mobilize a global movement that successfully paved the way for the groundbreaking Paris climate agreement. Starting in 2018, Earth Hour has also highlighted the relentless, accelerating and truly terrifying loss of nature – and the need for urgent action to prevent serious harm to both people and nature.

Millions of people around the world responded. From Ecuador to Morocco to Indonesia, people spoke about issues that mattered to them – about the need for sustainable lifestyles, plastic-free oceans, water conservation, an end to deforestation, and so much more.

And they [pledged their support](#) for the planet, urging world leaders to push the issue up the global agenda and secure an international commitment to stop and reverse the loss of nature – a New Deal for Nature and People similar to what was achieved with the Paris climate agreement.

By acting together now, we have a unique opportunity to set a new direction for our society. We've started an unstoppable movement for nature and together we can and will halt nature loss, preserve the amazing diversity of life on Earth, and avert a catastrophe for our civilization.

Every one of us can make a difference in protecting nature. We are all part of the solution.

Thank you again for your incredible support for Earth Hour this year!

Onwards.

Marco

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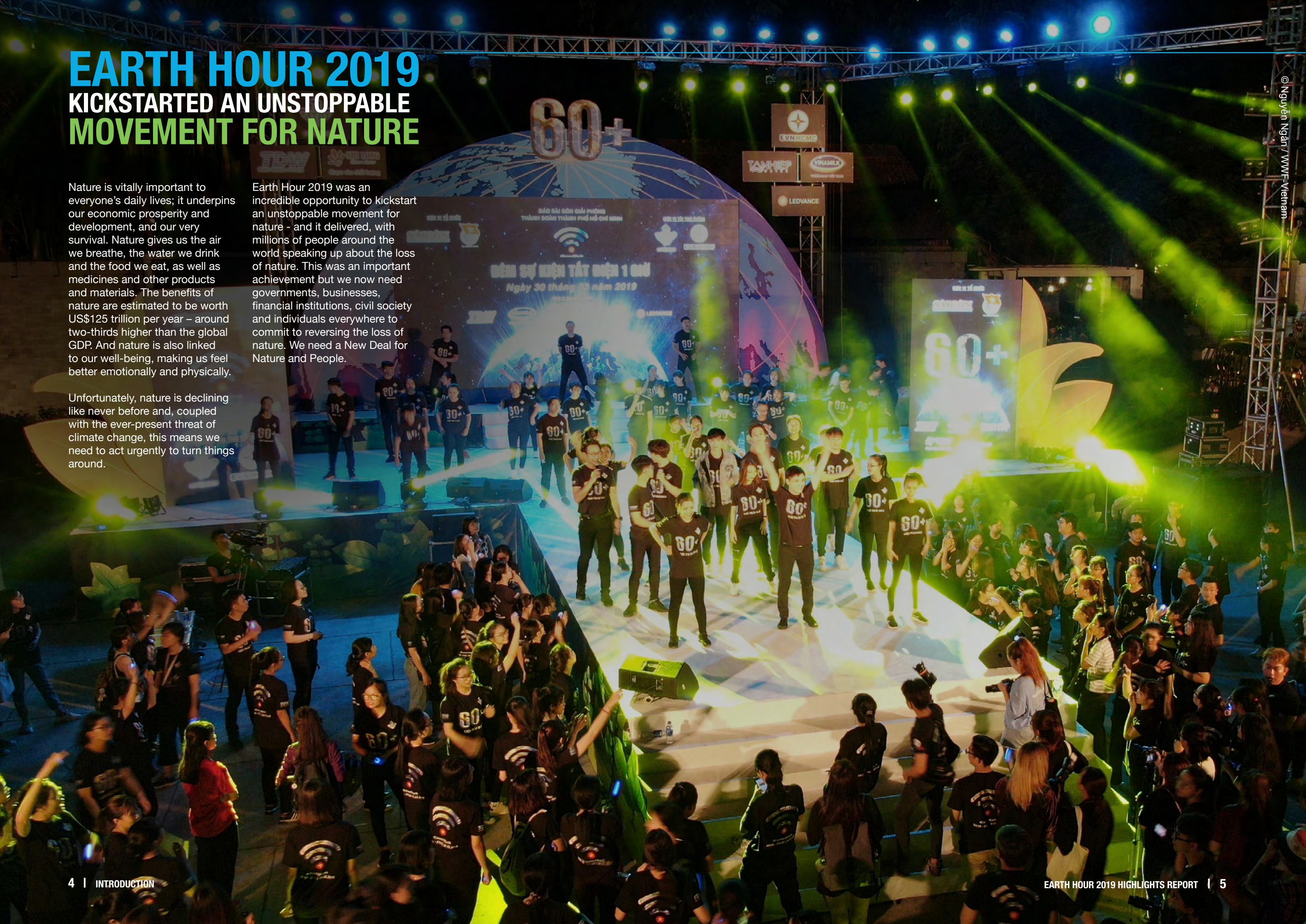
# EARTH HOUR 2019

## KICKSTARTED AN UNSTOPPABLE MOVEMENT FOR NATURE

Nature is vitally important to everyone's daily lives; it underpins our economic prosperity and development, and our very survival. Nature gives us the air we breathe, the water we drink and the food we eat, as well as medicines and other products and materials. The benefits of nature are estimated to be worth US\$125 trillion per year – around two-thirds higher than the global GDP. And nature is also linked to our well-being, making us feel better emotionally and physically.

Unfortunately, nature is declining like never before and, coupled with the ever-present threat of climate change, this means we need to act urgently to turn things around.

Earth Hour 2019 was an incredible opportunity to kickstart an unstoppable movement for nature – and it delivered, with millions of people around the world speaking up about the loss of nature. This was an important achievement but we now need governments, businesses, financial institutions, civil society and individuals everywhere to commit to reversing the loss of nature. We need a New Deal for Nature and People.





# EARTH HOUR: THEN AND NOW

© WWF-Colombia





# HISTORY OF THE MOVEMENT

2007 ●

The world's first Earth Hour in Sydney, Australia, saw more than 2.2 million people turn off their lights for one hour on 31 March to show a climate-sceptic government they cared about climate change.

2010 ●

Earth Hour brought a petition from one million people for climate action to the UN's COP15 climate conference in Copenhagen, symbolizing the growing demand by people to be heard on environmental issues.

2013 ●

A 2,700 hectare Earth Hour forest was created in Uganda. Earth Hour was also the driving force behind the creation of Argentina's largest marine protected area – the 3.4 million hectare Banco Namuncurá (Burdwood Bank) – that tripled Argentinian waters under protection. Both demonstrated the power of the people to drive tangible change.

2018 ●

In French Polynesia, Earth Hour garnered public pressure that led to 5 million square kilometres of its Exclusive Economic Zone in the South Pacific being classified as a Managed Marine Area – helping preserve vital marine ecosystems for present and future generations.

● 2009

Earth Hour broke all records for mass participation and was on its way to becoming the world's largest grassroots movement for the environment.

● 2012

As part of Earth Hour's I WILL IF YOU WILL campaign, a petition in Russia generated over 122,000 signatures and led to the protection of Russia's seas – the first crowdsourced law to be inspired by Earth Hour.

● 2014

Following a successful Earth Hour campaign, the Galápagos Islands – a UNESCO World Heritage site – became the first province in Ecuador to ban plastic bags and other disposable packaging.

**Also in 2018, Earth Hour kickstarted a three-year #Connect2Earth movement to raise awareness about the interconnectivity of climate change with biodiversity and people. A new and exciting journey to reverse the loss of nature started here.**

# EARTH HOUR 2019: WHY NATURE MATTERS

© Joan Tanisa / WWF-Tanzania



Earth Hour 2019 highlighted the importance of nature to every one of us.

Nature provides all the essentials we need to live – from the air we breathe to the water we drink. It provides the foundations for our economic prosperity. Quite simply, we need nature to survive and thrive, but its growing loss puts this all under threat.

We believe that if people better understand that nature is not just 'nice to have' but is crucial for

their health, well-being and prosperity, they will try harder to protect it.

Earth Hour teams from around the world led initiatives, activities and events to help raise awareness of the value of nature – a vital first step in starting a global movement for nature.



# ACHIEVEMENTS OF EARTH HOUR 2019 AND #CONNECT2EARTH





## KEY HIGHLIGHTS

“This Earth Hour comes with a great sense of urgency. We can see the worsening impacts of climate change, biodiversity loss, ocean pollution, soil degradation and water scarcity.”

- UN Secretary-General António Guterres

“Earth Hour is every hour of every day.”

- Greta Thunberg, 16-year-old climate activist

“Our planet is the most precious thing we have. It is home to each and every one of us, it is the source of life, beauty and health. We are totally dependent on planet Earth, but its well-being now depends on us.”

- Cosmonauts on the International Space Station



### THOUSANDS OF LANDMARKS AROUND THE WORLD SWITCHED OFF

- SYDNEY OPERA HOUSE
- TOKYO SKY TREE
- BRANDENBURG GATE
- EMPIRE STATE BUILDING
- EIFFEL TOWER
- RASHTRAPATI BHAVAN
- PYRAMIDS OF EGYPT
- CHRIST THE REDEEMER STATUE



**26 COUNTRIES**

SAW #EARTHHOUR, #CONNECT2EARTH AND RELATED HASHTAGS TREND



**2+ BILLION IMPRESSIONS**

(JAN - MAR 2019)

FOR #EARTHHOUR AND #CONNECT2EARTH



**188 COUNTRIES & TERRITORIES**



**CELEBRITIES AND INFLUENCERS WORLDWIDE**  
MARK RUFFALO, AMITABH BACHCHAN,  
CLAUDIA BAHAMÓN, HEBE TIEN AND YOKO ONO





## BHUTAN

This Earth Hour, WWF-Bhutan invited local schools and communities to take on its #BendTheCurve challenge to encourage creativity and innovation in going green and living sustainably. In hopes of creating awareness of nature loss and climate change among young people, WWF-Bhutan celebrated Earth Hour 2019 in the school that ran the most creative and impactful activities, and presented them with a seed fund to establish a climate science centre and weather station. Students were also involved in tree planting.



## MALAYSIA

Malaysia faces the threat of clean water scarcity. This year, WWF-Malaysia focused on freshwater conservation with their Clean Water and Clean Air campaign. In collaboration with the local government, the campaign aims to raise awareness of safeguarding important catchment areas such as the Ulu Muda Forest Complex, an area that spans over 160,000 hectares, comprises 7 forest reserves and hosts an extensive array of biodiversity and vulnerable species.



# 10 STORIES FROM AROUND THE WORLD



© WWF-Indonesia

## INDONESIA

WWF-Indonesia mobilized individuals in more than 30 cities across Indonesia through the power of social media to make selfie videos about why environmental issues are important to them. These videos were sent to the country's city and provincial leaders, who were asked to take part in Earth Hour celebrations and make sure the

environment is high on national and local agendas. WWF-Indonesia hopes to use Earth Hour to encourage more than 5 million young people to adopt a greener lifestyle by 2020.

This year, WWF-Indonesia kickstarted efforts to plant 20,000 mangrove seedlings in 13 cities during Earth Hour. Like coral

reefs, mangrove forests are extremely productive ecosystems that provide numerous benefits both to the marine environment and people. Indonesia is home to a quarter of the world's mangrove population, and conserving mangroves is crucial in mitigating climate change and further destruction to biodiversity.



© Maria Vallejo / WWF-Ecuador

## ECUADOR

Ecuador is one of the most biodiverse countries on Earth. This Earth Hour, WWF-Ecuador pushed for a law that will ban the use of plastic bags, other single-use plastic and Styrofoam products in the capital, Quito. WWF-Ecuador successfully used Earth Hour as a platform for achieving a similar ban in the Galápagos Islands just a few years ago.



© Municipalidad Metropolitana de Lima

## PERU

WWF-Peru celebrated Earth Hour with President Martín Alberto Vizcarra Cornejo who officiated their Earth Hour event this year. The President has lobbied strongly for climate action and has made Peru the first South American nation to have a climate law. This Earth Hour, he encouraged all Peruvians to reduce their carbon footprints to leave a more sustainable Peru for future generations.

Peru's Earth Hour event began in the afternoon with an eco-fair and a race where participants picked up trash on their route, followed by a bicycle race that the Mayor of Lima participated in. The Minister of Environment, Mayor of Lima, and the President himself addressed the audience shortly before lights out, highlighting the importance of climate action as well as the dangers of nature loss.



© Iida Nieminen / WWF-Finland

## FINLAND

The food we eat impacts the environment, biodiversity and climate, with meat and dairy significantly contributing to greenhouse gas emissions and climate change. Finland has made great strides in encouraging people to eat green. Last year, WWF-Finland mobilized 1.7 million Finns (almost a third of the country's population) to take part in the world's biggest candlelit vegetarian dinner for Earth Hour. Building on the initiative, this year, they encouraged young and old to reduce their meat consumption by sharing vegetarian recipes with schools, restaurants and companies.



# 10 STORIES FROM AROUND THE WORLD

## NAMIBIA

WWF-Namibia went large-scale with their Earth Hour efforts for the first time by expanding their Connect2Earth – Connect2Wildlife campaign to rural and urban areas of the country. In hopes of raising awareness among people of the value of nature as well as to spark conversations about the threats and dangers of the loss of nature, WWF-Namibia worked with schools in three regions to come up with innovative ways to conserve the environment and halt biodiversity loss.



© Steve Felton / WWF-Namibia

## MOROCCO

Morocco is a water-scarce country confronted with dwindling groundwater reserves and disappearing wetlands. This Earth Hour, WWF-Morocco raised awareness of water conservation by organizing a week of celebration on water, starting on World Water Day. In partnership with schools and the Scouts, WWF-Morocco organized a treasure hunt in the ancient Medina of Tétouan, following an old water pipe system called Scoundo.



© Yoursra Madani / WWF-Morocco

## BRAZIL

WWF-Brazil partnered with the Scouts for Earth Hour 2019 to mobilize thousands of people to #Connect2Earth by stargazing and observing nature in national parks across Brazil.



© WWF-Brazil

## FRANCE

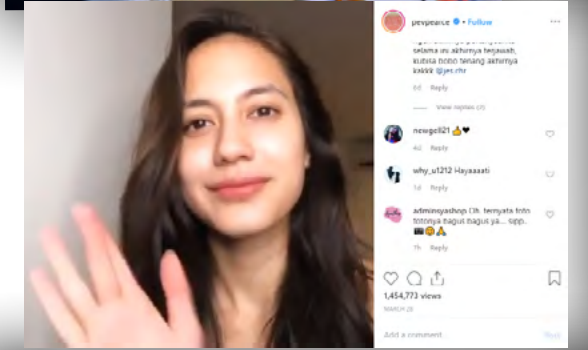
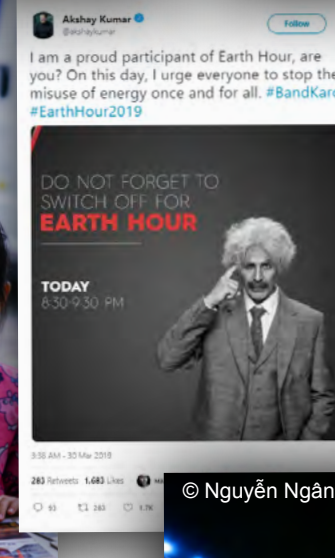
This Earth Hour, WWF-France took personal sustainability to the next level with their new mobile app WAG (We Act For Good). WAG reminds people to make their daily tasks more sustainable and to live greener. The country's iconic Eiffel Tower, as well as 200 other monuments across mainland France and in overseas territories (Nouméa in New Caledonia and Cayenne in French Guiana) switched off for Earth Hour.



© WWF-France




# ASIA & OCEANIA





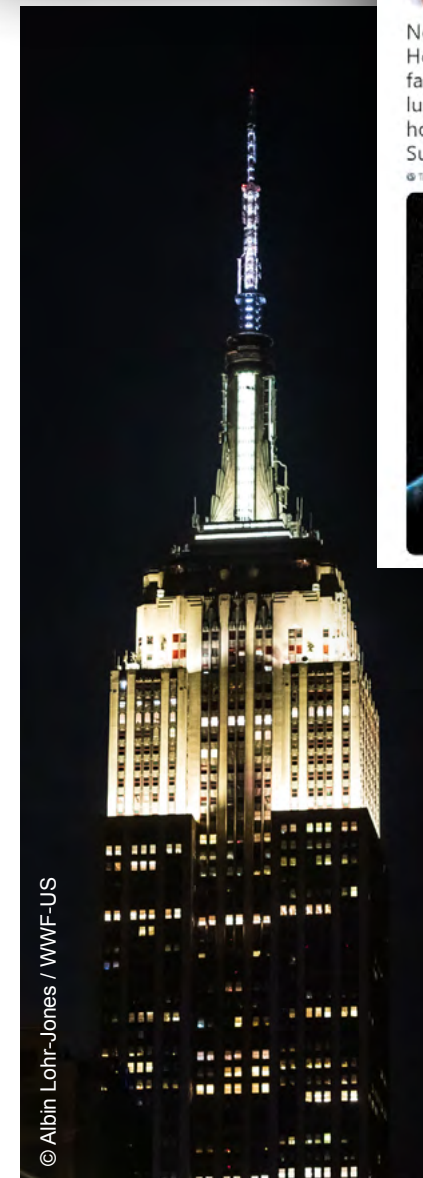
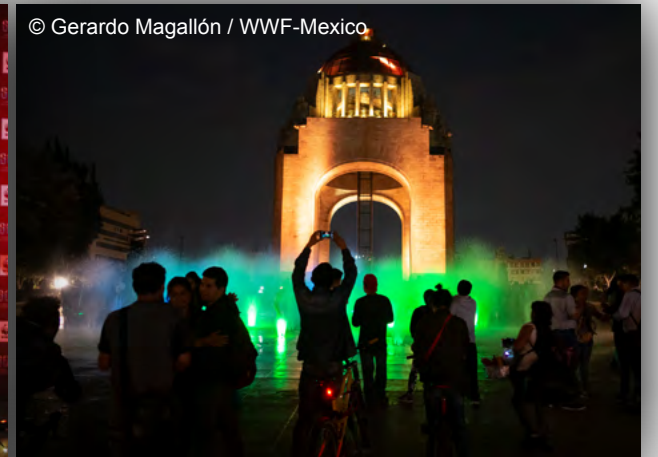
# AMERICAS



**Justin Trudeau**   
@JustinTrudeau

We all have a role to play to protect our environment – not just during #EarthHour, but every single day. Starting Monday, we're putting a price on pollution in Canada. It's the best way to fight climate change & build a clean economy that works for everyone.

1:30 PM - 30 Mar 2019





# EUROPE



© WWF-Russia



© Earth Hour- Cyprus



© Earth Hour - Albania



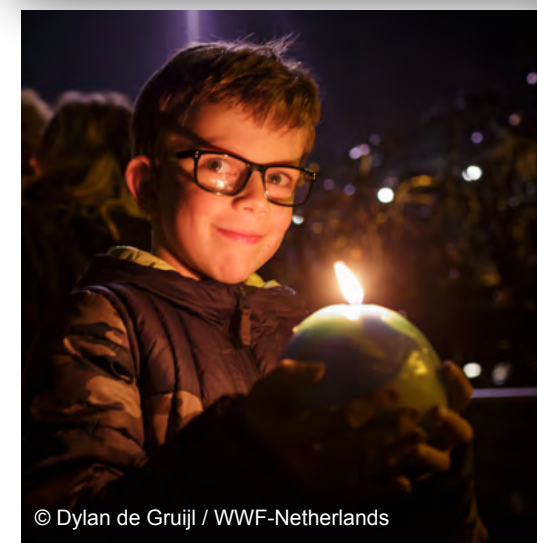
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© Daniel Seiffert / WWF



© Anastas Tarpanov / WWF-Bulgaria



© Dylan de Gruijl / WWF-Netherlands



© WWF-Italy

© Anastas Tarpanov WWF-Bulgaria



© Karolina Kukielska / WWF-Poland



© Lauren Simmonds / WWF-UK



**The Royal Family**   
@RoyalFamily

Follow

Tonight the lights at Buckingham Palace were switched off in support of Earth Hour. The initiative is being organised by WWF to raise awareness of environmental issues.

10:26 AM - 30 Mar 2019



# AFRICA





# ARTWORK FROM AROUND THE WORLD





# DIGITAL HIGHLIGHTS

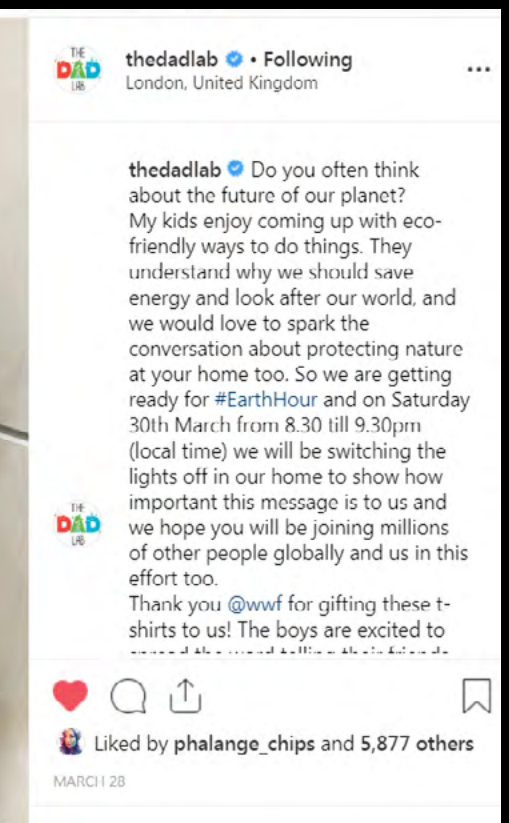
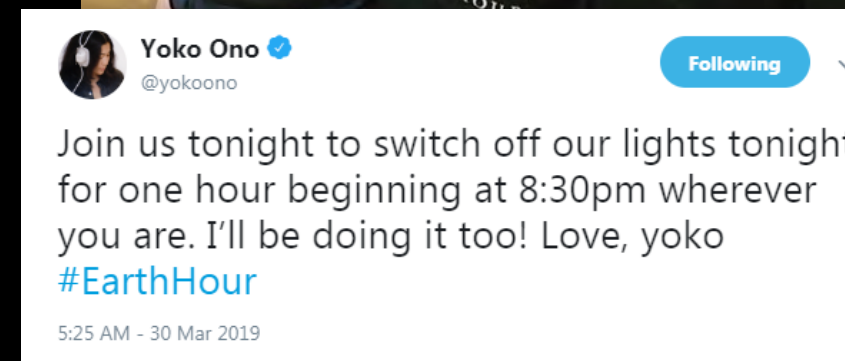


Earth Hour 2019 saw fantastic online coverage across the world. This year's digital narrative focused on encouraging people to speak up about why #NatureMatters to them, switch off for nature and [pledge their support](#) for our planet. Assets developed with this messaging were used not only by Earth Hour teams worldwide but also adopted by others including the United Nations and its associated bodies UNICEF and the Convention on Biological Diversity. Big brands like Ikea, Samsung, H&M, Mercedes and McDonalds also chimed in by encouraging their online communities to switch off for nature.

A varied mix of influencers and politicians such as Justin Trudeau, Richard Branson, Amitabh Bachchan, Bear Grylls, Mark Ruffalo, Greta Thunberg, Miss Earth 2018 Nguyễn Phương Khánh and even the British Royal Family joined the conversation. Other digital influencers such as The Dad Lab, Claudia Bahamón, Yoko Ono and Park Seo Joon also raised their voice for the planet.

#Connect2Earth mentions have continued to grow tremendously since the campaign's launch during Earth Hour last year – thus pivoting Earth Hour from being about climate change to now focusing on nature loss.

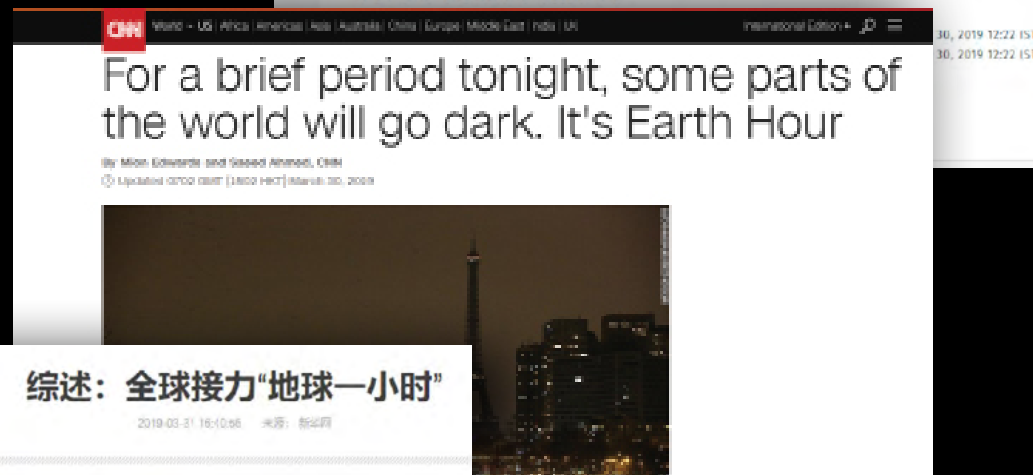
Strategic outreach to attract new online communities garnered participation from audiences as varied as young people, millennials, parents, travellers, adventure enthusiasts, filmmakers and illustrators. We explored new tools and platforms such as Facebook frames, Tik Tok, [Giphy](#) and Telegram stickers to empower the community to be brand advocates for the world's largest grassroots movement for the environment.





## MEDIA HIGHLIGHTS

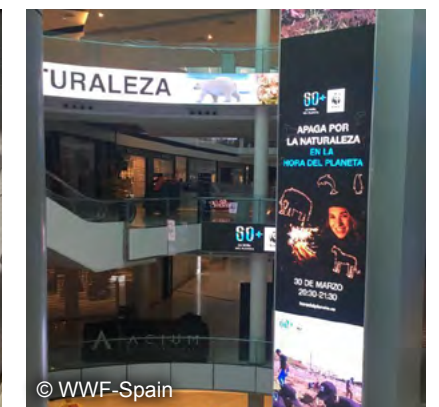
Earth Hour made headlines worldwide. Between 1 January and 31 March, Earth Hour was covered by TV, radio and online/print media globally, with more than 28,000 media mentions. The Earth Hour movement was covered by the global wires AFP, Reuters and AP as well as leading media outlets such as the BBC, CNN and The Washington Post, among many others.



“Mass participation in Earth Hour has shown that people globally demand urgent action for nature. Millions of people have spoken, many urging world leaders to secure an international commitment to stop and reverse the loss of nature.”

**- Marco Lambertini,  
Director General,  
WWF International**

## ADVERTISING HIGHLIGHTS



We recognize the importance of raising awareness of and understanding the state of our planet as we move towards engaging millions around the world to take action.

We created global marketing creatives in Arabic, simplified Chinese, English, French and Spanish. And Earth Hour teams translated assets into other languages including Bahasa Indonesia, Mongolian and Russian.

Earth Hour teams across the world also adapted the #Connect2Earth wifi visual to highlight issues and initiatives in their countries or regions, from protecting forests and reducing plastic use to encouraging sustainable living.

With the help of external media organizations, strategic pro-bono media space across local TV, radio, print, digital and outdoor

media – from bus stops, to roadside banners, to billboards, we drove awareness of Earth Hour and #Connect2Earth.

In total, we secured more than USD1.5 million worth of pro-bono media value worldwide.



# VISUAL STORYTELLING

We harnessed the power of visual storytelling to spread the message that nature is so much more than a holiday or a hobby – that it is all around us and something we all depend on.

Earth Hour taps into the power of the voice of individuals and, this year, we asked people around the world about nature in a series of Around the World vox pop videos. It was amazing to hear young and old speak of the importance of nature and the need to protect it.

In the spirit of creativity and collaboration, we also engaged Userfarm to organize a crowdsourced video competition around the theme ‘We Are Nature’. We received an overwhelming number of innovative videos that uniquely illustrate how nature is important and all around us in our daily lives.

On the night of Earth Hour itself, we also created and released nine videos. These covered Earth Hour events and landmarks turning off their lights around the world, as well as messages from celebrities, influencers and everyday people in support of Earth Hour.

Check out the [Earth Hour 2019 playlist](#) on our YouTube channel to view all our videos.



“It may not seem like we are connected to this Earth or connected to nature, but everything around us makes up our bodies.”



“Everything is made based on nature. If there is no nature, we would not have clothes.”



“[Without nature], we wouldn’t be on this planet. At all.”







© Carolyn Djan / WWF-Suriname

Every year, the immense support we receive from our committed partners for Earth Hour plays a huge part in reaching new audiences and continuing to grow the movement. This year was no exception.

In 2019, our partners included the World Organization of the Scout Movement (WOSM), Userfarm, Villains, Union of European Football Associations (UEFA), Zinkia Entertainment, Dropbox and Teemill.



## UNION OF EUROPEAN FOOTBALL ASSOCIATIONS

UEFA has been a long-time supporter of Earth Hour. Beyond just turning off lights at their headquarters in Nyon, they help to amplify the importance of nature to their millions of fans and followers on social media – bringing sports and nature together.



## POCOYO

As 'Kids Ambassadors' for Earth Hour since 2010, Pocoyo and his friends Elly and Pato have helped raise the profile of the Earth Hour movement by encouraging people to support the cause and educating future generations about our planet and its environment.

For 2019, Zinkia Entertainment, the creators of Pocoyo, created an interactive game educating players about how nature provides our food. In addition, there was an activity book and videos about connecting to nature and keeping the environment clean and green. They also created a video about how to pledge your support and add your voice for the planet. As always their support helped to reach a younger audience and engage and inspire future leaders, with the videos reaching 5.7 million views on YouTube alone.



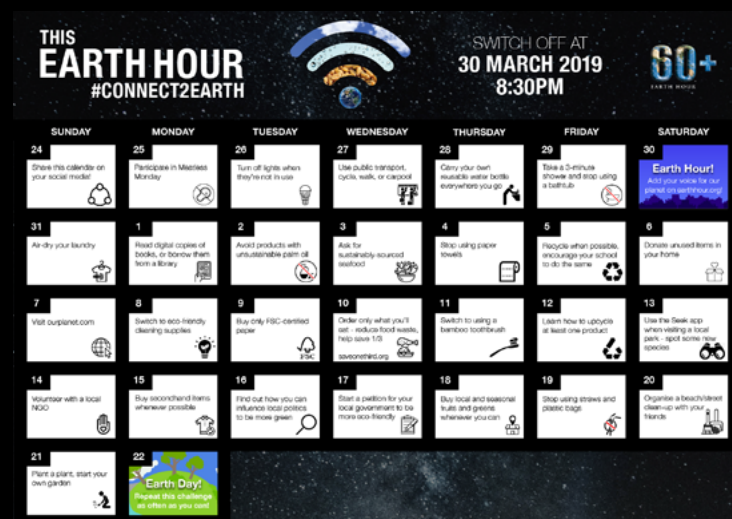
## TEEMILL

Earth Hour teamed up with Teemill, an on-demand online store selling t-shirts and merchandise, giving people across the world the chance to throw on a cool tee and show their support for the biggest global movement for our planet! Products and packaging produced by Teemill are made from natural materials, not plastics, and every product is designed to be sent back to Teemill when it is worn out! The team also uses their own brand of blank products made from certified organic (GOTS) cotton in an ethically accredited, renewable energy powered factory.



## YOUTH SUPPORTING EARTH HOUR WORLDWIDE

Youth and young leaders around the world are stepping up and speaking up for the environment. From the 16-year-old climate activist Greta Thunberg, to the Youth Ambassadors at the United Nations (UN) Biodiversity Conference, to the Scouts and education communities around the world, young people are joining forces to support Earth Hour and build an unstoppable movement for nature.



## EDUCATION

This year marked a first for our work with education and youth communities. We created a toolkit of assets specifically tailored for education teams to engage with schools, youth groups and youth organizations. The idea was to bring the importance of nature into the everyday lives of young people.

Assets were created across platforms, featuring a Wild Wisdom quiz, 30-day action calendar, printable social media props and frames, and videos to raise awareness about nature, including “[I Was Given Nature](#)” by Miel De Botton. Her song highlights the importance of nature to our well-being, health and prosperity – most importantly to our future generations.



## EARTH HOUR REACHES HIGH POLITICAL LEVEL

The Youth Ambassadors from WWF-Africa and Global Youth Biodiversity Network (GYBN) demonstrated their commitment to nature and Earth Hour at the UN Biodiversity Conference (CBD COP14) in Egypt in November 2018. They urged decision makers to take action to reverse the loss of nature and make their [commitments for Earth Hour 2019](#).



Their personal engagement is essential to inspire change of global policies on biodiversity and nature.



Yasmine Fouad, Minister of  
Environment, Egypt, with Youth  
Ambassador from China



Cristiana Paşca Palmer, Executive Secretary of the Convention on Biological Diversity, with Youth Ambassador from South Africa



Jochen Flasbarth, State Secretary of the  
Federal Ministry for the Environment, Nature  
Conservation and Nuclear Safety, Germany,  
with Youth Ambassador from Tanzania

Group picture  
of the WWF and  
GYBN Youth  
Ambassadors at  
the UN Biodiversity  
Conference in  
Egypt





# YOUTH SUPPORTING EARTH HOUR WORLDWIDE



## WORLD ORGANIZATION OF THE SCOUT MOVEMENT

Building on the success in 2018 of our first year collaborating with the World Organization of the Scout Movement (WOSM), this year focused on connecting Scout groups with their local WWF offices to ensure closer collaboration. The Scouting mission is to contribute to the education of young people “to help build a better world”, linking perfectly to WWF’s educational goals.

With over 50 million Scouts worldwide, this community played an important role in raising awareness about why nature matters by adding their voice to #Connect2Earth. Scouts were

also encouraged to engage their friends, families and communities to protect, restore and value nature. Scouts Chief Ambassador [Bear Grylls](#) shared a message of support for the Earth Hour movement – explaining the connection between nature and people’s lives, and asking Scouts to “take action in your community for an environmental cause that we all care about deeply”.

Beyond Earth Hour, we look forward to continuing to work with the Scouts to support key WWF environmental education activities and broader efforts to safeguard the future of people and nature.

“We should conserve biodiversity to safeguard our water, food, fresh air and livelihoods.”

- Malaysian National Chief Scout Commissioner Major General Professor Dato’ Dr Haji Mohd Zin bin Bidin (R)

## HIGHLIGHTS:

### COTE D’IVOIRE

In Côte D’Ivoire, the Scouts took part in a mannequin challenge video focusing on the actions of Scouts in support of the environment and nature. In addition, they conducted a clean-up of their local areas, including streets and beaches.

### GUATEMALA

Scouts in Guatemala shared their Earth Hour event through two live sessions using their Scouting in Interamerica Facebook group.

### SINGAPORE

Over 300 Scouts attended Singapore’s largest festival for nature, WWF-Singapore’s zero waste Earth Hour event. Many volunteered to help educate event-goers about food waste and show how and why we need to use nature sustainably.



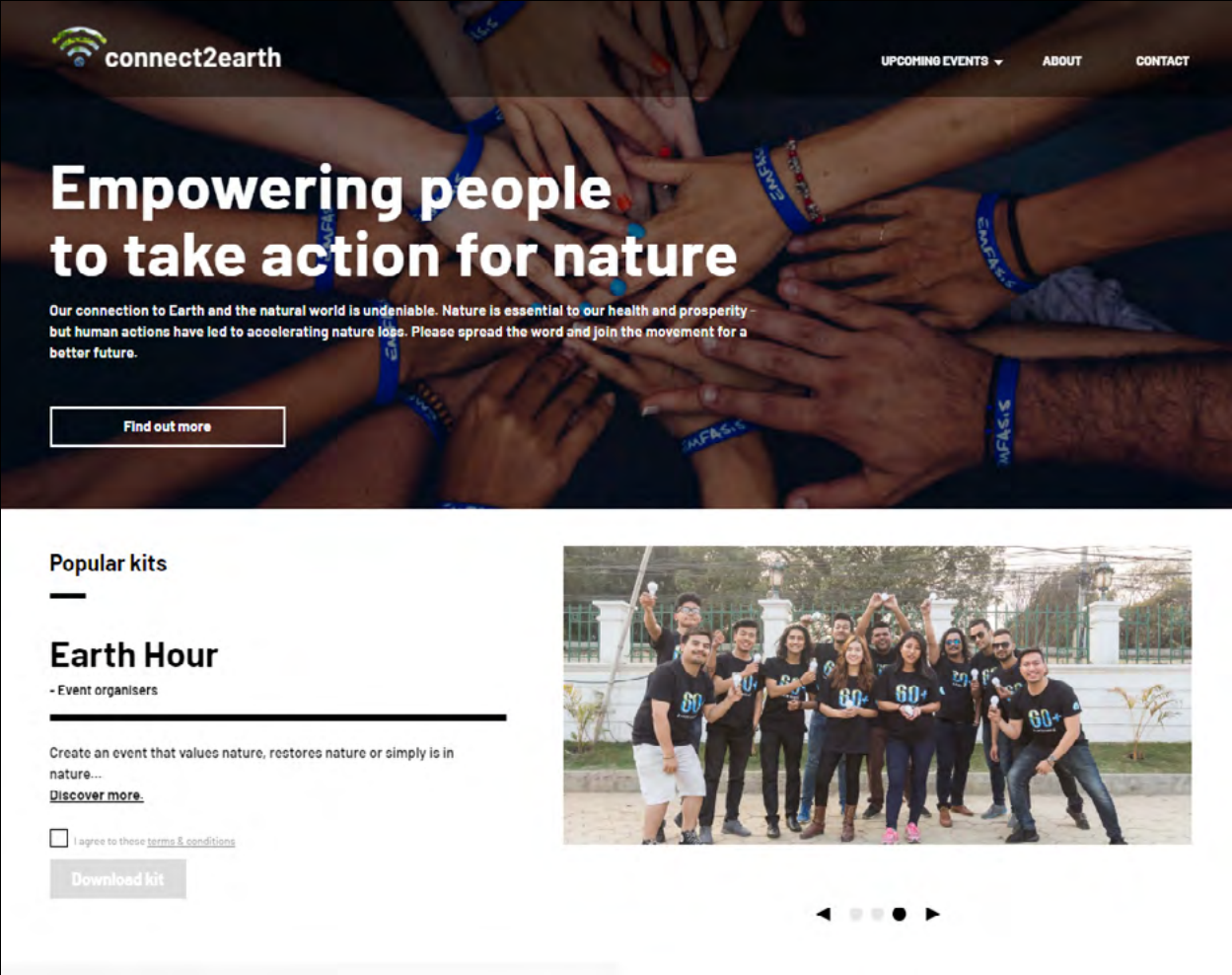


# BEYOND EARTH HOUR

BE A PART OF  
THE SOLUTION  
NOT THE  
POLLUTION







Earth Hour is just the beginning. Our actions can become so much bigger by going ‘beyond the hour’.

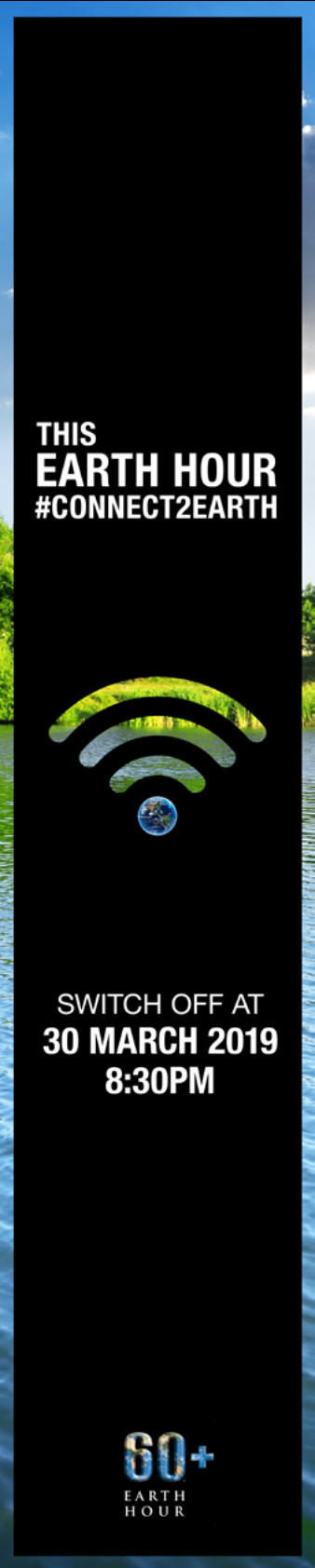
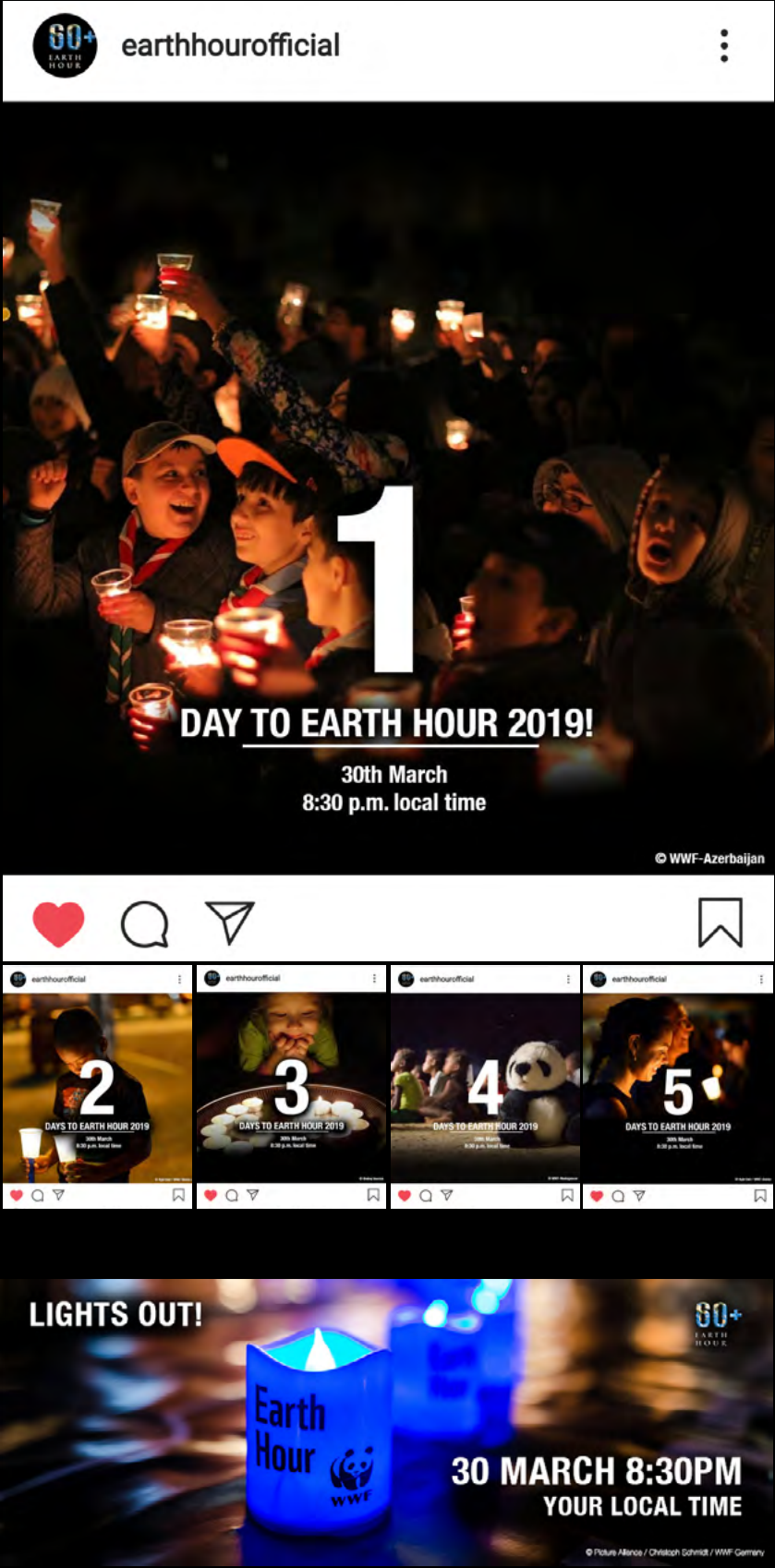
#Connect2Earth is a global campaign designed to keep the issues live beyond Earth Hour, to spread the message about why nature matters.

By creating assets on key international days throughout the year, and placing these open-source assets on our

platform [Connect2Earth.org](https://connect2earth.org), we aim to facilitate conversations about nature, raise awareness of the values of biodiversity and inform people of the steps they can take to conserve and use nature sustainably. The toolkits provide suggested copy for social media, images, event ideas and education tools for environmentally themed days such as Earth Day and International Day for Biological Diversity – but also for other days, such as World Chocolate Day and

World Tourism Day, where we can also highlight the importance of nature.

Together with our partners and ambassadors, we hope in the coming months to bring the importance of nature into the lives of the billions of people who depend on it.





# BEHIND-THE-SCENES OF EARTH HOUR

© Mazidi Abd Ghani / WWF-Malaysia





# OPERATIONS OF THE WORLD'S LARGEST GRASSROOTS MOVEMENT

Each year the team works around the clock to make the global movement bigger and better than the last – engaging audiences across the world to switch off as a sign of solidarity with Earth Hour's objectives and as a symbol of the power of collective action.

This year the global Earth Hour operation was run by a team of 13 WWF staff supported by 8 interns. The team is responsible for sharing the campaign narrative with the Earth Hour network, event organizers, partners and media. This joined-up approach is

key to ensuring everyone comes together to create a strong and united global movement. While the team and interns play a pivotal role, others in the Earth Hour network, together with our partners and ambassadors, are all needed to achieve a global reach.

A huge thank you to everyone who made this Earth Hour such a success.



ON THE NIGHT...



EARTH HOUR TEAM 2019!



THE INTERNS



# WWF IN NUMBERS

## 1961

WWF was  
founded in 1961

## +100

WWF is active in nearly  
100 countries,  
on 6 continents



## +30M

WWF has over 30  
million followers on  
social media and  
messaging apps

## +5M

WWF has  
over 5 million  
supporters



Working to sustain the natural  
world for people and wildlife

together possible [panda.org](http://panda.org)

Supported by:



Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety

based on a decision of the German Bundestag  
With funding from the International Climate Initiative (IKI)