



A new role for Earth Hour

Starting as a symbolic lights out event in Sydney in 2007, WWF's Earth Hour has grown to become the world's largest grassroots movement for the environment. It's been more successful than we ever imagined - inspiring individuals, communities, governments, businesses and organizations and reaching more than 180 countries and territories in 2019. While climate change remains a vital issue for our planet, we must put the spotlight now on the accelerating loss of nature and the threats this poses to us all.

We need more engagement across different audiences to generate and galvanize attention for the values of biodiversity and nature, in a similar way to what was achieved with climate change. And we need the Earth Hour movement to play a key role.

Earth Hour 2020 is a key time to ask people to raise their voice and make nature matter. During the lead up to and on the night of Earth Hour on 28 March 2020, we are asking people around the world to stand in solidarity to show the world they care about the future of our planet.

Nature is in crisis like never before. The rate of global loss of nature during the past 50 years is unprecedented in human history. And yet, intact natural systems are imperative to all our futures. Nature not only benefits us by providing our food, water and clean air, it is also a key ally against climate change.

Earth Hour 2020 on Saturday 28 March from 8:30 p.m. to 9:30 p.m. in your local time zone is an amazing opportunity for you to start changing the planet for the better!

Why nature matters!

Too few people currently understand the vital importance of nature – and the huge threats it faces. For some people, nature feels distant and unimportant. Millions of people who live in cities may only experience nature on a screen and remain disconnected and unaware how nature is impacting and underpinning their lives. Some examples of why nature matters are obvious: the air you breathe, the water you drink and the food you eat all ultimately rely on nature. But others are less obvious: nature underpins the production of the most common goods and much of our way of life (products from coffee to cotton rely on biodiverse environments) and nature also provides millions of people with their livelihoods. Crucially, nature is also a key solution to counteracting climate change. According to a landmark UN report, we have only 12 years to avoid runaway global warming. Nature provides an immediate, cost effective, scalable and durable solution to climate change. And yet we seem to value it so little.

Without recognising its benefits, people have taken more and more from nature, with human activity



altering landscapes and ecosystems beyond recognition; polluting waterways, filling the oceans with plastic waste and destroying biodiversity on an unprecedented scale.

It's vital that we reverse this loss of nature. And it's vital that we restore the rich biodiversity - the variety of life on Earth and places where they live - that underpins a healthy natural world.

This Earth Hour, we need everyone who understands this vital truth to **help spark millions of conversations** and elevate nature loss to a global audience. We must stop the destruction of nature on which our health, happiness and prosperity depend.

About #Connect2Earth

Connect2Earth is a global campaign designed to spread the message as to why nature matters.

Together, we hope to create a movement of people around the world who are speaking up to tackle the dual challenge facing the planet - climate change and the loss of nature.

By creating assets on key days throughout the year, WWF work to facilitate conversations about nature, raise awareness on the values of biodiversity and inform people of the steps they can take to conserve and use it sustainably.

WWF has partnered with United Nations Convention on Biological Diversity (CBD) to create connect2earth.org. It is a new platform designed to share ideas and tools to push for action and change. You can download open source assets to be used for your Earth Hour activities as well as for other future events.

What can you do to help?

- Select prominent buildings in your city and turn off their lights during Earth Hour on March 28, from 8.30pm to 9:30pm.
- Call on your citizens to participate in Earth Hour. If you can, take to social media or put up posters in your city!
- Do you have a partner city in another country? Ask your partner city to take part in Earth Hour and carry the message even further.



- Communicate Earth Hour to your local media outlets and promote joint action. You can also join the conversation on social media and tag us @EarthHour!
- Add your voice and encourage your followers add theirs to our global petition at www.earthhour.org/voice
- Change your social media Facebook profile pictures to the Earth Hour Facebook frame, we have four to choose from!
 - [I'm raising my voice for Earth](#)
 - [I'm raising my voice for Climate](#)
 - [I'm raising my voice for Nature](#)
 - [I'm raising my voice for the Planet](#)



- Set up an Instagram Countdown to Earth Hour ([Short tutorial](#) on how to set this up)
- Use our suggested social copy and assets (included in this pack) to share about Earth Hour on your social channels
- This pack also contains print ads, posters, digital banners, the letterhead and email signature files. As some of these are large files we have included previews. To access the full size files and working files for language adaptations please visit our [googlesite](#).

Earth Hour Event Ideas:

- Collaborate with local artists to paint murals around the city dedicated to Earth Hour as a symbolic movement to commit to protecting our earth.



- Put up a community art space and get the public to fill up the blank canvas with drawings and paintings. Encourage interaction and dialogue about why nature matters! Tip: Use neon and glow-in-the-dark paints to let the artwork shine in the night!
- Organise an outdoor documentary screening in the heart of the city featuring the beauty and wonder of our earth. Cultivate a deeper understanding and appreciation for nature with documentaries such as Our Planet.

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