60+ EARTH HOUR
EARTH HOUR
28 MARCH 8:30PM

RAISE YOUR VOICE
FOR NATURE
#CONNECT2EARTH

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?

Empower the youth of today to be the environmental champions of tomorrow:

- Teach your students the importance of nature and see what other kids have to say about nature on our Kids Webisodes YouTube playlist
- Share an action calendar with your students and challenge them with daily actions for a month
- Download our social media frame cut-outs and photo booth props for use in class or during events
- Download a poster template and promote Earth Hour within your schools, universities etc.

- Check out our Wild Wisdom Quiz for use in classroom activities or on the night events

- This pack also contains the above files for your ease. 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.

- Add your voices to our global petition at www.earthhour.org/voice

Earth Hour Event Ideas:

- Organize a beach/street cleanup with your students and fellow teachers. Take action together to preserve our ecosystem!

- Take your students to the nearest Earth Hour event in your city! Check our directory of events around the world here.

- Organize a stargazing event at your school and try to identify the constellations in the starry sky.

- Organise a field trip to a local prominent park, mountain range, beach, etc. and educate your students on the different kinds of floral and fauna present

- Simulate a day in school where energy and resources are scarce, and encourage sustainable consumption habits

- Organise a nature or wildlife documentary screening event in your school. Cultivate a deeper understanding and appreciation for nature with documentaries such as Our Planet.

- Plan a lesson to educate your students about our planet using our guides and classroom resources that you can find @ https://www.ourplanet.com/en/schools-and-youth/

- Get students into teams and put their knowledge about recyclables to the test! In this game of speed and accuracy, teams will have 1 minute to sort recyclables into their correct categories.

- Organise a fund-raising carnival in school for nature or wildlife. Get each class to set up a booth to raise funds concerning significant matters like climate change, wildlife conservation and more.

- Challenge each other in a game of Heads Up! Create your own deck of nature or wildlife-related word cards. Have a guesser hold up the cards on their forehead while the rest act out the word.

- Switch off all the lights and put up a shadow puppet play with your student. Cut out different shapes of animals, set up a stage using cloth and light and let the shadows come to life!

Beyond the Hour:

- Set up compost bins by collecting leftover food scraps from the school canteen. Invite students to be involved in the composting process.

- Create an edible garden with your students. Your school's canteen/home economics classes can use this food to cook meals.

- Set up a recycling area in classrooms or around the school, and organise an assembly session to teach students and staff proper recycling habits

- Work with the school committee to phase out single-use plastics in your school or alternatively, encourage students to bring a packed lunch in their own reusable containers

- Go digital! Only print and make use of paper when necessary and always use both sides when possible. Make use of digital note-taking and emails to reduce the use of paper

- Set up an area on your class noticeboard to remind your class of actions they can take to be more environmentally friendly. But remember to use paper/ other materials wisely!