



**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



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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](http://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 you can do to help:**

There are lots of things you can do to show your support on and around the Hour:

- Remind your friends and family to switch off their non-essential lights and all other unnecessary electrical appliances during Earth Hour and beyond.
- Your voice has never been more important. Share your thoughts on the issues that matters to you on your social media profiles and spark conversations with your peers by hashtagging #connect2earth and #EarthHour. You can also tag us @EarthHour.
- Tell us why nature and our planet matters to you! Submit your personal stories [here](#) and stand a chance to be featured on our website as a hero for the planet.



- Gather your friends and family and join your local Earth Hour event. Our directory of events around the world can be found [here](#). If you want to find out more about what your country is doing, contacting your local WWF representative at [www.wwf.org](http://www.wwf.org)
- If there are no local events near you or if you'd like to organize your own, read on for a few ideas of what you can do with friends and family!
- Add your voice to our global petition at [www.earthhour.org/voice](http://www.earthhour.org/voice)
- Change your Facebook profile picture 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)
- This pack also contains print ads, posters, digital banners, social frames, photo booth props, 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 with friends and family:

- Head down to an Earth Hour event near you! Check out our directory of events [here](#). Also consider volunteering together!
- Host a candle-lit dinner! Instead of ordering in, try cooking at home!
- Go stargazing!



- Organise a night cycle / walkathon / or run!
- Spend the night camping and gathering around a campfire!
- Find a good vantage point of your city skyline and watch the lights-off moment at 8:30 pm your local time! If you're into photography, try some time-lapse shots!
- Another one for photography lovers - try light painting! Long exposures and a tripod work best 😊
- Organise a night of board games or book readings!
- Turn off your lights and host a movie-night! Whether eco films, nature documentaries, or even Hollywood blockbusters set in the outdoors, take an hour two to appreciate nature in all its glory!
- Glow in the Dark Scavenger Hunt → Treat yourself to a super thrilling evening with a Glow in the Dark Scavenger Hunt! Grab your friends, a pack of Glowsticks with connectors, bright coloured fun tapes and scavenger hunt printables. Take this hunt a step further by making glow in the dark make-up using organic paints!
- Earth Day Minute to Win it → Come up with 60-second challenges using recyclable materials such as paper, cans and plastic bottles and challenge your friends to a duel!
- Eco-Fashion Show → Grab your friends for a fun and silly night of dressing up. Unleash your creative side by making your own costume from recyclable materials and strut your way down to the nearest [Earth Hour event](https://www.earthhour.org/event-map) (hyperlink to <https://www.earthhour.org/event-map>).
- Night Biking → Go on a night cycling adventure and explore your neighbourhood with your buddies. Take a ride under the night sky, enjoy the cool breeze and appreciate nature all around you
- Zero-Waste Cookout → Invite your friends to a zero-waste cookout and whip up healthy and delicious meals that will surely make your taste buds tingle
- Long-Exposure Photography → Head out with your friends at night and experiment with long-exposure photography! All you need is a camera, a tripod and patience to capture those stunning light trails! Check out these [7 tips](https://www.canva.com/learn/7-tips-create-majestic-shots-long-exposure-photography) to create beautiful long-exposure shots <https://www.canva.com/learn/7-tips-create-majestic-shots-long-exposure-photography>



### Going beyond the hour

These actions form just the very tip of the iceberg; there is no limit to a clean and sustainable lifestyle you can choose to live or the actions you can take to support Earth Hour year-round. Remember: even the smallest individual actions add up!

- Switch to LED lights
- Say NO to paper and plastic; use reusable bags as often as possible
- Walk or cycle to places and take public transportation
- Go digital! Only print and make use of paper when necessary and always use both sides when possible
- Eat wisely - Choose to consume sustainably-sourced products and only purchase what is necessary to minimize food wastage
- Shop responsibly - Select products with biodegradable packaging and items made with natural and organic ingredients
- Ditch the disposables; use reusable lunch-boxes and water bottles as much as you can
- Attend upcycling workshops together and learn how you can give your old items a new chance at life
  - Go a step further and share your upcycling ideas with friends and family
  - Or give your upcycled items as gifts for birthdays, holidays and special occasions
  - Or conduct upcycling workshops for your local neighbourhood
- Say no to fast fashion and consumerism! As it is resource-intensive to buy new products, visit your local thrift store with your friends instead. You will be able to find many cool items at much lower prices.
- Volunteer with your local environmental agencies/organisations to raise awareness on sustainability issues
- Encourage your friends to be more sustainable through a social media challenge - our [30 day challenge](#) is a good place to start!
- Other challenges could be a dare; e.g. I will not eat meat for one month if you give up single-use plastics for a week
- Share your experiences on social media to raise awareness on sustainability issues. Tag us @EarthHour!



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