



WWF

REPORT

2018

60+  
EARTH HOUR



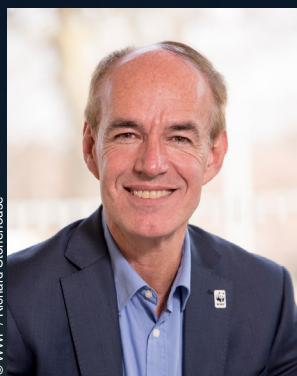
**EARTH HOUR 2018 HIGHLIGHTS:  
CONNECT2EARTH**







# EXECUTIVE SUMMARY



© WWF / Richard Stonehouse

**Marco Lambertini**  
Director General,  
WWF International

Earth Hour continues to inspire millions of people. From Singapore to Sydney and London to Lima, millions came together for the most ambitious Earth Hour yet. This year, we saw a record 188 countries and territories take part in various activities aimed at raising awareness on issues ranging from climate change to biodiversity and nature loss.

With Earth Hour 2018 the journey towards 2020 has begun, as we work with the UN Convention on Biological Diversity and a multitude of other institutions, businesses and civil society partners. Together, we aim to engage with millions of people so they recognize the value of biodiversity and the need for an ambitious and serious global commitment to halt nature loss and the destabilization of our climate. This is a first critical step if we are to achieve our ambition to raise the profile of the importance of biodiversity and nature, building a more compelling narrative around why nature, which is rich and diverse, is fundamental to our health, happiness, society and economy. It is the true foundation for a just and fair sustainable development.

Earth Hour is part of a series of powerful WWF initiatives leading up to 2020 and beyond. These include the [Living Planet Report](#), the Our Planet documentary series (together with engaging content linked to the series), and youth engagement and education programmes such as WWF's new partnership with the [World Organization of the Scout Movement](#) – all contributing towards driving awareness, conversations and actions about the importance of nature and biodiversity (and the danger of its loss). These efforts will converge in the 'Super Year' 2020 when key decisions will be made about the Paris climate agreement, the UN Sustainable Development Goals (SDGs) and the UN Convention on Biological Diversity. We must influence policy makers to make the right decisions that will set in motion action to start reversing the loss of nature.

We certainly have big and ambitious goals ahead of us but, if the success of this year's Earth Hour is any indication, it looks like we are off to an excellent start!

In the following pages you will see how massive this year's Earth Hour movement has been and the notable milestones we have achieved this early on. From the support of [UN Secretary-General](#) and [Heads of State](#) to [Youth Voices of Africa](#) and partners like the [World Organization of the Scout Movement](#), Earth Hour was celebrated worldwide by a wide range of actors. As the hour rolled across the globe, extensive media coverage helped further amplify the movement's compelling call for people to connect to Earth. From global wires such as AFP, AP and Xinhua to leading outlets including the BBC, CNN, Deutsche Welle, Huffington Post, The Guardian and South China Morning Post, a great many articles and interviews underlined the global commitment to our planet.

May this pave the way for even bigger wins in the coming months and years as we work together to mainstream the importance of biodiversity and nature in everyone's hearts and minds.

It is truly humbling to see what we can achieve when we come together. Huge congratulations to everyone who made this happen as we move towards our big moment in 2020!







## THE EVOLUTION OF EARTH HOUR: FROM MOBILIZING CLIMATE ACTION TO TACKLING BIODIVERSITY LOSS



# THE BIGGER PICTURE

## Sparking a global conversation on biodiversity and nature:

Biodiversity, the variety of animals and plants on Earth and places where they live, is vital for the future of people and nature. It provides essentials such as the food we eat, the water we drink and the air we breathe. And yet, many people don't know what it means. Like climate change in the past, biodiversity seems unrelatable, distant and abstract and, as a result, its economic, social and environmental importance is often poorly understood. This needs to change.

For Earth Hour 2018-2020, WWF aims to help achieve the [Convention on Biological Diversity's Aichi Biodiversity Target 1](#), so that by 2020, at the latest, people around the world are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably. Better informed and aware, people can then take actions to protect biodiversity and nature, live more sustainably and expect the same of businesses and their governments.

## A three-year journey, from awareness to action:

Earth Hour 2018 was just the beginning. We are using the 'moment' of Earth Hour to kickstart social conversations and engage people worldwide to take action through 2018-2020 and beyond. Through the movement and its mainstream appeal, we want to raise awareness about the interconnectivity of climate change with biodiversity and people.

While a better understanding of biodiversity helps to motivate people, it is not enough. Individuals also need to know what they can do to help conserve and sustainably use biodiversity. In 2019 and 2020, Earth Hour will therefore focus on getting people to take action to reverse the decline in biodiversity.

As the world's largest grassroots environmental movement, Earth Hour has played a key role in inspiring millions to take climate action. We now need to create the same momentum for change around biodiversity and nature.







# HISTORY OF THE MOVEMENT

Climate change to loss of  
biodiversity

Starting as a symbolic lights-out event in Sydney in 2007, WWF's Earth Hour has become the world's largest grassroots movement for the environment. This year, it inspired individuals, communities, businesses and organizations in a record 188 countries and territories to take environmental action.

Since 2007, WWF's Earth Hour has helped to bring climate action from global conferences to people's homes. Now is the time to do the same for nature and biodiversity, which underpin the well-being and prosperity of people everywhere on Earth.

In 2018, we invited our millions of supporters and global networks to spark new and inspiring conversations on the loss of nature around them. We will continue this initiative until 2020, encouraging conversations in the most open-source way possible, far beyond WWF and Earth Hour.





## **EARTH HOUR AND #CONNECT2EARTH: A NEW WAY TO SHARE OUR CONNECTION WITH NATURE**



## INTRODUCTION OF #CONNECT2EARTH

Our planet is at a crossroads and we have the choice to steer it towards a better future. There is no Planet B – and so it's in our interest to halt and reverse biodiversity loss. Each of us needs to be a part of the story and the solutions. Everyone can make a difference in protecting nature.

This Earth Hour, WWF asked people to #Connect2Earth – encouraging people to share their connections with nature. This encourages others to think about their own connection – and find out more about what the loss of nature means to people and what they can do about it. There are many ways people can #Connect2Earth. Examples, among many others, include reducing the use of plastics in our daily lives, driving awareness in schools on habitat destruction and its effect on wildlife, and changing the way we consume food and manage waste.

With Earth Hour 2018, the focus was to spark open conversations on social media about biodiversity and nature on the [connect2earth.org](https://connect2earth.org) platform. By measuring the conversations on biodiversity globally, the platform provides a real-time barometer of people's interest in nature and the global demand for action.

# THIS EARTH HOUR #CONNECT2EARTH



SWITCH OFF AT  
**24 MARCH 2018**  
**8:30PM**

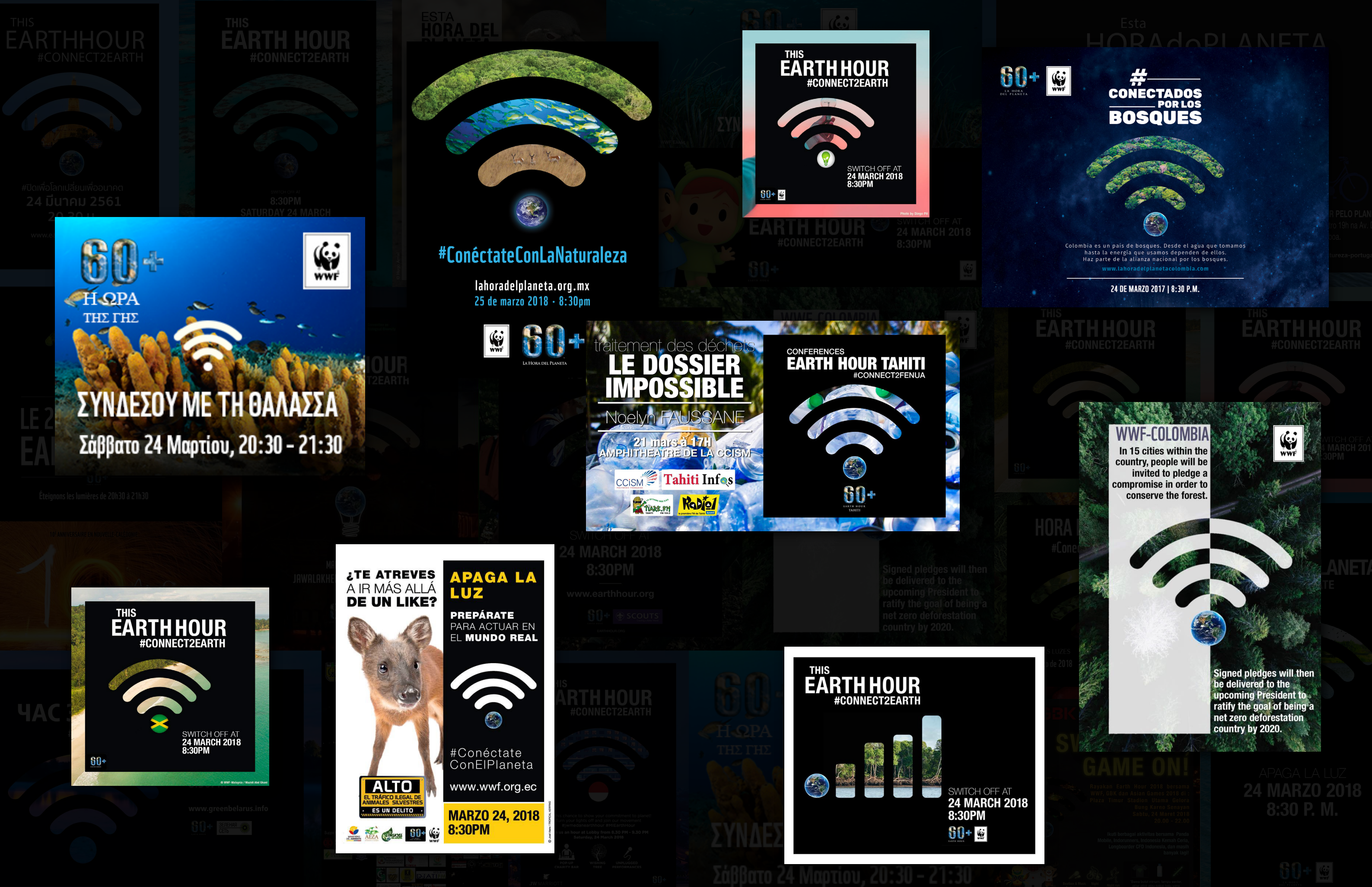
You have the power to take action on climate change. On March 24th, join millions of others who will turn off the lights and #Connect2Earth.

[www.earthhour.org](https://www.earthhour.org)





# #CONNECT2EARTH VISUALS AROUND THE WORLD





## HIGHLIGHTS OF EARTH HOUR 2018 AND #CONNECT2EARTH







## EARTH HOUR 2018: KEY HIGHLIGHTS

Close to 18,000 landmarks switched off their lights in solidarity with the planet as people across the globe generated over 3.5 billion impressions of #EarthHour, #connect2earth and related hashtags to show their concern for the planet. The hashtags trended in 33 countries.

Aiming to build mass awareness of the importance of biodiversity and nature in our lives, Earth Hour 2018 saw people across the globe join the conversation on [connect2earth.org](https://connect2earth.org) to share what nature means to them, in the places they live in and care about.

President of France Emmanuel Macron stated in [a special message for Earth Hour](#), “the time for denial is long past, we are losing our battle against climate change and the collapse of biodiversity”.

In his [video statement for Earth Hour](#), UN Secretary-General António Guterres reiterated the need for people to work together to build a sustainable future for all.

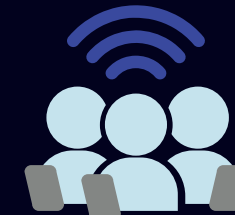
And WWF joined forces with the World Organization of the Scout Movement to drive global awareness and action on nature and the environment.

## FACTS AND FIGURES

- 188 countries and territories focused on environmental action and issues such as protecting biodiversity, sustainable lifestyles, deforestation, plastics and stronger climate policy;
- Lights out at around 17,900 landmarks including the Sydney Opera House (Sydney), Big Ben and the Houses of Parliament (London), the Tokyo Sky Tree (Tokyo), the Empire State Building (New York), the Pyramids of Egypt (Cairo), Sheikh Zayed Grand Mosque (Abu Dhabi), Christ the Redeemer statue (Rio de Janeiro) and the Eiffel Tower (Paris);
- 3.5 billion + impressions of official campaign hashtags between January and March 2018. Related hashtags also trended in 33 countries;
- Around 250 celebrities and influencers worldwide raised their voices for the planet including Andy Murray, Jared Leto, Ellie Goulding, The Killers, Amitabh Bachchan, Li Bingbing, Park Seo-joon, Claudia Bahamon and Roger Milla;
- Earth Hour 2018 partners included the World Organization of the Scout Movement, Zinkia Entertainment Ltd, creators of popular cartoon character Pocoyo, and crowdsourcing platform Userfarm.



**188**  
COUNTRIES &  
TERRITORIES



**3.5BILLION+**  
IMPRESSIONS FOR EARTH HOUR  
AND #CONNECT2EARTH  
(JAN - MAR 2018)



**33**  
COUNTRIES SAW  
#EARTHHOUR,  
#CONNECT2EARTH TREND



**250+**  
AMBASSADORS &  
INFLUENCERS JOINED  
THE MOVEMENT



**17,900+**  
LANDMARKS & MONUMENTS  
SWITCHED OFF THEIR LIGHTS



# 10 INSPIRING STORIES

## FROM AROUND THE WORLD





## NEPAL

As demand for energy in Nepal surges, WWF-Nepal used Earth Hour to urge people to switch to environmentally-friendly LED lights by distributing 6,000 LED light bulbs. WWF-Nepal ran an online campaign to make the connection between responsible behaviours and protecting the environment. The campaign also aimed to support Nepal government plans to subsidize a further 20 million LED light bulbs, potentially saving 200 MW of power.



© Akash Shrestha / WWF-Nepal

## ECUADOR

Ecuador is one of the most biodiverse countries on the planet. However, illegal trafficking is a major threat to the country's amazing wildlife. This Earth Hour, WWF-Ecuador launched a programme empowering young people to undertake wildlife rescue work with wildlife centres, educating them on illegal wildlife trade issues in the country and, more generally, connecting them to nature. In the Galapagos Islands where native species are threatened by invasive species such as insects, seeds and parasites carried, intentionally or accidentally, by food products, plants and animals from mainland Ecuador, the Galapagos' Earth Hour team encouraged people to take action against invasive species with the support of other organizations.



© Eric Wright

## MADAGASCAR

Teeming with unique flora and fauna, Madagascar is a unique biodiversity hotspot. But deforestation, linked to charcoal production, has emerged as a major threat to the island's wildlife and natural resources, particularly in the Northern Highlands forests where almost 600 endemic species live. This Earth Hour, WWF-Madagascar encouraged Malagasy people to use eco-stoves, which reduce charcoal consumption by up to 50 per cent and help reduce deforestation. The campaign included an 'Eco-Master Chef' contest, where college students from across the island competed in teams to cook the best local dishes using eco-stoves. The Queen's palace Rova Manjakamiadana, among other landmarks, switched off lights for Earth Hour.



© Iovaniina Joel Raveloson / WWF-Madagascar



© WWF-Madagascar



© WWF-Colombia

## COLOMBIA

Colombia's rolling blanket of deep forests has been devastated in recent years due to illegal logging, land clearance and illicit drug crops. This Earth Hour, WWF-Colombia invited people to sign a petition addressed to the country's president-elect urging a commitment to 'Zero Deforestation' by 2020. The Cartagena de Indias World Heritage site, Cartagena's famed walled city and fortress, switched off lights for Earth Hour.



## CHINA

An increase in plastic waste pollution is cause for serious concern in China, home to 1.4 billion people. The country has seen a growth in takeaway and delivery companies, with an estimated 488 million users registered on Alibaba's e-commerce site Taobao alone. With tiny plastic particles already leaching into the oceans and contaminating the food we eat, the growth in China's delivery industry could lead to an even deeper environmental crisis. This Earth Hour, WWF-China asked people to move towards a plastic-free lifestyle by reducing usage of plastic bags, single-use plastic bottles, straws, packaging and utensils. WWF-China partnered with search engine giants Baidu and Sina, and major e-commerce site JingDong (JD.com) to raise awareness. To celebrate Earth Hour, China's Bird's Nest stadium and other landmarks turned off their lights.



## FRENCH POLYNESIA

In French Polynesia, local communities depend on the sea and lagoons for their food and livelihoods. However, ocean acidification and rising sea levels caused by climate change are now threatening the islands and their people. This Earth Hour, French Polynesia moved to protect 5 million km<sup>2</sup> of its Exclusive Economic Zone in the South Pacific to help preserve vital marine ecosystems for present and future generations.



## GUATEMALA

In Guatemala, floods, water pollution and drought have severely impacted food security and public health. WWF-Guatemala is promoting responsible water consumption, working for reduced water contamination and calling for laws to safeguard water supplies. For Earth Hour, the team engaged local artists and school children to raise awareness of the need for water conservation. Their artwork showed the journey of water, from watersheds to taps to oceans.



## SINGAPORE

In Singapore, individuals use an average of 13 plastic bags a day, amounting to 27 billion bags each year. For Earth Hour, WWF-Singapore asked people to pledge to reduce their plastic use, such as straws, bags and stirrers, with the hashtag #uselessplastic on social media. WWF-Singapore will use the pledges to keep up the pressure on businesses and the government to tackle plastic waste in Singapore. WWF-Singapore also organized a carbon-neutral, environment-themed festival free of single-use plastics with fun, interactive activities to raise awareness of plastics. On the night of Earth Hour, a 60+ Countdown Bash took place with some of the biggest local acts urging Singaporeans to #Connect2Earth as the busy city skyline dimmed.



## KENYA

In 1963, 10 per cent of Kenya had forest cover. However, since the 1990s, the country has been losing 255,000 trees a day – that's 82 million trees a year. Kenya now has an acute water shortage due to the destruction of major water catchment areas through illegal logging and other wanton destruction of forests. As part of the 'Keep Kenya Breathing' campaign launched on Earth Hour, WWF-Kenya plans to plant one billion trees. School children from 100 schools will also learn how forests can slow climate change, and ways to protect the environment.



## INDONESIA

Indonesia, the world's third largest producer of greenhouse gases with one of the highest rates of deforestation, saw the launch of a reforestation programme for Earth Hour 2018. WWF-Indonesia planted 26,000 mangrove trees across 15 regions throughout the country, supporting the government's commitment to reduce greenhouse gas emissions by 26 per cent by 2020. Indonesia's National Monument, as well as other landmarks in more than 50 cities, switched off for Earth Hour.



# EARTH HOUR 2018: MEDIA HIGHLIGHTS

As skylines and timelines took a stand for biodiversity and nature, headlines were not far behind. Between 1 January and 31 March, Earth Hour was covered by TV, radio and print media worldwide with more than 30,000 mentions. In addition to coverage on local campaigns and initiatives, the global Earth Hour movement was covered by the global wires AFP, AP and Xinhua as well as leading outlets such as BBC, CNN, Deutsche Welle, The Independent, The Guardian, Huffington Post, Euronews and Metro, among many others.



© Marco Illuminati / WWF-France



NEWS

## Earth Hour: Cities around the world turn off lights for nature

Millions of people around the world are aware of the need to raise awareness about climate change. Dubai is one of the places to join the blackout.

**BBC NEWS**

## Earth Hour: Lights off to preserve the planet's environment

25 March 2018

**LE FIGARO • fr**

Samedi, des villes éteindront les lumières pour la biodiversité

Par Le Figaro.fr | Mis à jour le 21/03/2018 à 20:02 / Publié le 21/03/2018 à 19:56

La douzième édition de «Earth Hour», initiée par le WWF, invite les maires et les citoyens du monde entier à éteindre les lumières pour le climat. Certaines villes françaises s'y sont engagées.

l'année dernière, de Singapour à Honolulu, en passant par Paris, New York ou encore Washington, près de 7000 villes ont éteint leurs édifices emblématiques à l'initiative de l'opération.

Depuis le premier «Earth Hour» - à l'époque un seul jour - qui, depuis 2007, rappelle la nécessité d'agir contre le changement climatique, l'urgence est toujours plus grande.

En France, à 20h30 précises, Anne Hidalgo, maire de Paris, a éteint les lumières de la mairie.

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## Россияне выключат свет в поддержку всемирной акции "Час Земли"

Общество 24 марта, 0:08 UTC+3

Акция направлена на привлечение внимания к проблеме изменения климата

МОСКВА, 24 марта. /ТАСС/. Россия в субботу в десятый раз присоединится к всемирной акции WWF "Час Земли". В 20:30 по местному времени жители страны выключат свет и электроприборы у себя в домах и на предприятиях, выражая таким образом неравнодушие к будущему планеты и привлекая внимание к бережному отношению к природе и проблеме изменения климата.

Maroon 5  
March 23 at 4:13am ·

Together let's take a stand for our planet by participating in #EarthHour this March 24 at 8:30PM local time. Join hundreds of millions of people around the world and turn off your lights for one hour to show our collective solidarity in the fight against climate change.  
<http://wwf.to/2oMXgZX>



Amitabh Bachchan  
17 hrs ·

FB 1952 -#EarthHour is tonight, Mar 24th .. #Switchoff all non essential lights between 8.30-9.30pm and join millions around the world .. !! Come together to #Connect2Earth @wwfindia, @earthhourindia 🙏🙏



Jared Leto  
March 23 at 12:36am ·

Take a stand for our planet. Participate in #EarthHour MARCH 24 8:30PM local + join hundreds of millions of people around the world by turning off your lights for one hour to show our collective solidarity in the fight against climate change.



Earth Hour 2018 - 8:30 p.m. your local time on Saturday, March 24

Every year, millions of people around the world join the Earth Hour movement and switch off their lights for one hour to show support for...  
[WORLDWILDLIFE.ORG](http://WORLDWILDLIFE.ORG)

Like Comment Share

5K

1,181 Shares

Chronological

123 Comments

# EARTH HOUR 2018: DIGITAL HIGHLIGHTS

From on-the-ground to online, Earth Hour 2018 once again reminded individuals across the world that we each have a role in protecting our planet, and our collective actions can make a big difference. In the lead-up to and during Earth Hour, the campaign saw over 3.5 billion impressions for official #EarthHour and #Connect2Earth campaign hashtags, with close to one million visits on earthhour.org. The movement also trended in 33 countries as a testament to the growing support from people across the globe to protect the future of our home.

Around 250 celebrities, influencers and politicians worldwide raised their voices for the planet including Andy Murray, Emmanuel Macron, Jared Leto, Ellie Goulding, The Killers, Amitabh Bachchan, Li Bingbing, Park Seo-joon, Claudia Bahamon and Roger Milla.

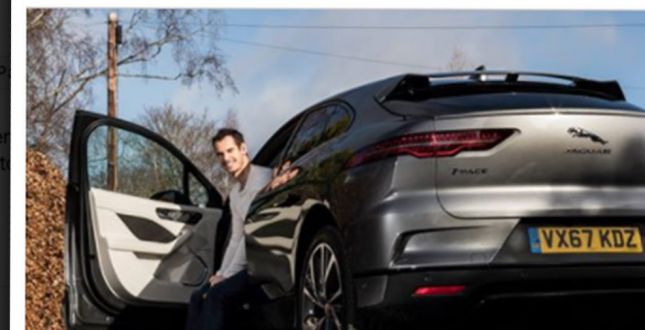
In China, besides reaching more than 220 million people on WWF's own digital channels, WWF-China also worked with multiple partners such as Ctrip, Meituan, OFO, Moji Weather, Tencent and Baidu, which resulted in over 1.2 billion impressions.

Andy Murray  
March 22 at 11:23pm ·

On 24th March at 8.30pm it is WWF's Earth Hour. This year WWF UK are asking everybody to make a #PromiseForThePlanet and so my promise is that I'll switch to an electric car.

Make your promise too and let me know what you have chosen by clicking the link below..

Together we can have a huge impact and help to reduce our environmental footprint. #EarthHourUK #PromiseforThePlanet #IPACE



Earth Hour

Make a promise for the planet. 8.30pm, 24 March is Earth Hour. This year, WWF is asking everyone who cares about our planet to make a promise to protect it. Will you join in?

[WWF.ORG.UK](http://WWF.ORG.UK)

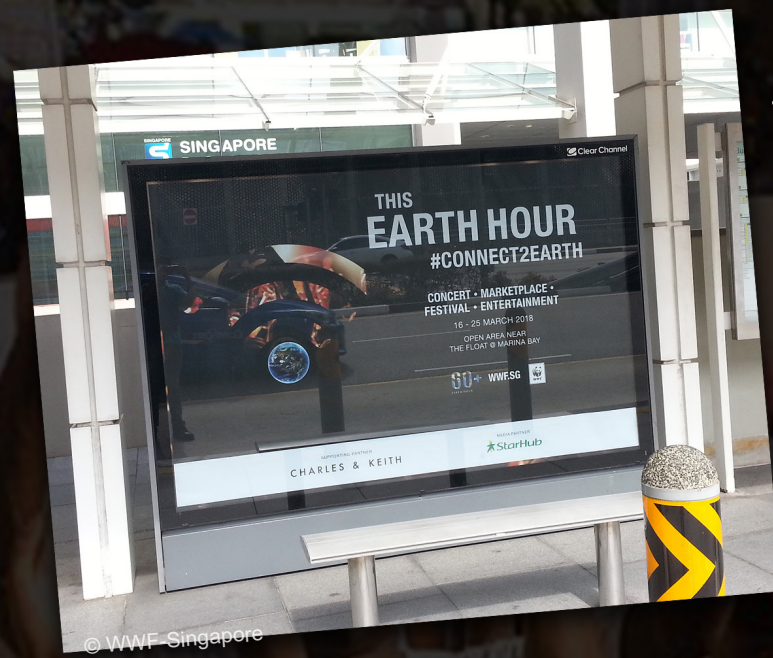
Like Comment Share



## EARTH HOUR 2018: ADVERTISING HIGHLIGHTS

The success of Earth Hour 2018 would not have been possible without the help of media organizations that support the movement.

Media organizations around the world contributed by providing pro-bono (free of charge) media space across TV, print, digital and outdoor media, to drive awareness of Earth Hour and #Connect2Earth. Besides placements of ads in key local media, our ads also ran pro-bono in the global edition of print publications like the Financial Times and on social media channels of regional media including Asian Geographic and Reader's Digest. Our other notable media partners include Blue Ant Entertainment and the Love Nature Channel. In total, we secured a total of more than USD12.7 million worth of pro-bono media value worldwide.



© Victor Nyambok / WWF-ROA



© Earth Hour

## EARTH HOUR 2018: PARTNERSHIPS

Year on year, Earth Hour has received tremendous support from our partners. From growing the movement to telling the world about it, our dedicated partners have played a significant role in making Earth Hour the biggest grassroots movement for the environment in history. Earth Hour 2018 was no exception.

In 2018, our partners included Dropbox, Userfarm, Villains, the World Organization of the Scout Movement and Zinkia Entertainment.





# PARTNERSHIP WITH THE WORLD ORGANIZATION OF THE SCOUT MOVEMENT

This year is a very special year as we embark on a bold and innovative journey to raise awareness and encourage action to reverse the loss of nature. We can't do this alone; partners and multipliers are key and this year we established a new collaboration with the World Organization of the Scout Movement (WOSM).

The Scouting mission to contribute to the education of young people and to “help build a better world” makes Scouts the perfect partner, as they mobilize their friends, families and communities to protect, restore and value nature. With over 50 million Scouts globally in over 100 countries, the community will help us build the momentum needed to inspire millions of people about the values of biodiversity.

Beyond Earth Hour, we look forward to continuing to work with the Scouts to support key WWF initiatives, including the Our Planet documentary series and environmental education activities, and joining forces to influence policy leading up to the Super Year 2020 and beyond.

Here are some highlights from Earth Hour 2018:

Scouts in South Africa collaborated with WWF Regional Office for Africa (ROA) through a platform called Youth Voices. This enabled young people in Africa to speak about conservation and share environmental solutions.

WWF-Indonesia and Gerakan Pramuka Indonesia, the world's largest Scouting community with over 17 million registered Scouts, promoted their activities on social media platforms using #EarthHour and #Connect2Earth.

WWF-India worked closely with Bharat Scouts and Guides (BSG) – a community that boasts 5.6 million registered Scouts and Guides – to give up their plastic woggles (the holder for their neckerchiefs) for the first time in 100 years. Giving up a signature element of the BSG uniform demonstrates their commitment to reduce the use of plastic. And they will now take the ‘reduce plastic’ message to at least 60 million people.



© Earth Hour-Algeria



© Earth Hour



© Earth Hour-Tunisia



© Earth Hour



© WWF-Philippines



© Earth Hour-Guatemala



© WWF-Singapore



© WWF-Philippines



© Earth Hour-Guatemala



© Earth Hour



© WWF-Hong Kong

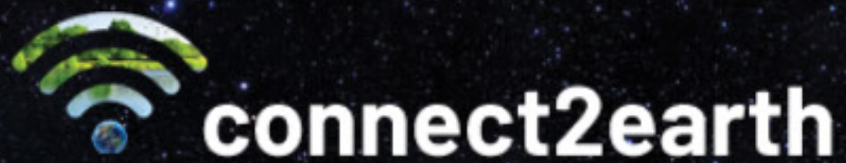


TOGETHER  
INSPIRING  
ENVIRONMENTAL  
LEADERS OF  
TOMORROW



SCOUTS®  
Creating a Better World





# BIODIVERSITY

Worldwide ▼

Biodiversity ▼

Join Conversation

24 MARCH 2018  
8:30 - 9:30PM LOCAL TIME



jason\_mraz  
USA, Earth

The real climate change is the need to change our behavior. Join millions of people around the world for #EarthHour March 24 8:30PM local time by turning off your lights for one hour in solidarity to change how we affect the climate. <http://wwf.to/2oMXgZX>

516 | ❤️ 273 | ↻

REPLY FAVOURITE RETWEET



Persie\_Official  
The Netherlands, Earth

Tonight let's turn off the lights for 1 hour to celebrate #earthhour 🌍 @earthhourofficial @WWF

674 | ❤️ 90 | ↻

REPLY FAVOURITE RETWEET



CGH Earth Experience  
Hotels  
India, Earth

At CGH Earth we are conscious of the impact of climate change and are always looking for alternate sources of energy. We have successfully made sure that 75% of our energy needs at #SpiceVillage is through solar power. #MeAndCGHEarth #Connect2Earth #EarthHour



336 | ❤️ 0 | ↻

REPLY FAVOURITE RETWEET



Bii 畢書盡  
Taiwan, Earth

和我一起為地球盡一份心力  
2018/3/24 晚上8:30關燈、減碳、愛地球



UEFA  
Somewhere, Earth

How will you #Connect2Earth this year? We'll be supporting #EarthHour by turning the lights off at UEFA HQ between 8:30pm and 9:30pm.

434 | ❤️ 7 | ↻

REPLY FAVOURITE RETWEET



LEGO\_Group  
Somewhere, Earth

We are all in for #EarthHour and making a brighter future for our builders of tomorrow #WeAreStillIn <http://lego.build/PlanetPromise>



695 | ❤️ 180 | ↻

REPLY FAVOURITE RETWEET



thekillers  
Las Vegas, Earth

Join us and hundreds of millions of people around the world for #EarthHour on March 24th at 8:30pm your time by turning off your lights for one hour to show solidarity in the fight against climate change (if you believe that shit ;)

2.8K | ❤️ 925 | ↻

REPLY FAVOURITE RETWEET



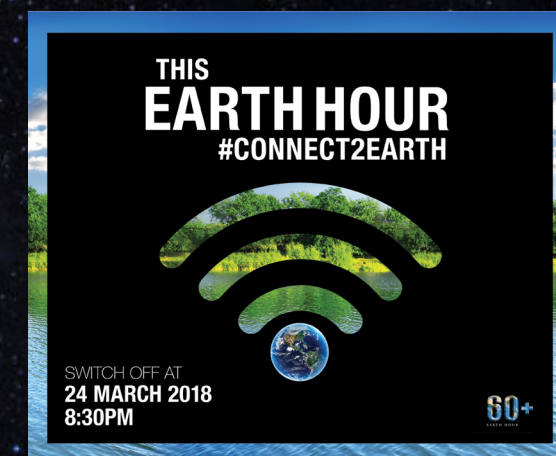
UN Environment  
Somewhere, Earth

Earth Hour is being celebrated across the globe



EmmanuelMacron  
France, Earth

Join the fight for nature, switch all your lights off. #EarthHour



3.4K | ❤️ 1.5K | ↻

REPLY FAVOURITE RETWEET



Discovery Channel  
Southeast Asia  
Somewhere, Earth

It's Earth Hour. Let's shine a light on our Plastic Planet. 5 facts and 5 things we all can do.

#DCODE #DiscoveryAsia #EarthHour #Connect2earth

817 | ❤️ 680 | ↻

REPLY FAVOURITE RETWEET



MargotRobbie  
Australia, Earth

Supporting my friends @NissanElectric as they turn off the lights for #EarthHour tonight. #ProudToPartnerWithNissan #Connect2Earth #ElectrifyTheWorld 🌍

1.3K | ❤️ 152 | ↻

REPLY FAVOURITE RETWEET



UNBiodiversity  
Somewhere, Earth

#EarthHour 2018 is here: Skyscrapers switch off as people connect to the planet:



# WWF IN NUMBERS

100%  
RECYCLED



+100

WWF is active in nearly  
100 countries,  
on 6 continents

1961

WWF was  
founded in 1961



+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

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)