



GO BEYOND THE HOUR



March 23, 2013 8:30PM to 9:30PM

After turning off your lights, what else can you do to make a difference?

About Earth Hour

Earth Hour began in Sydney, Australia in 2007. Today, it is the world's largest environmental event, annually uniting over 150 nations to fight climate change via its 60-minute switch-off. Filipinos should be particularly proud as the Philippines – considered by Earth Hour Global as a hero country – has held the top spot since 2009!

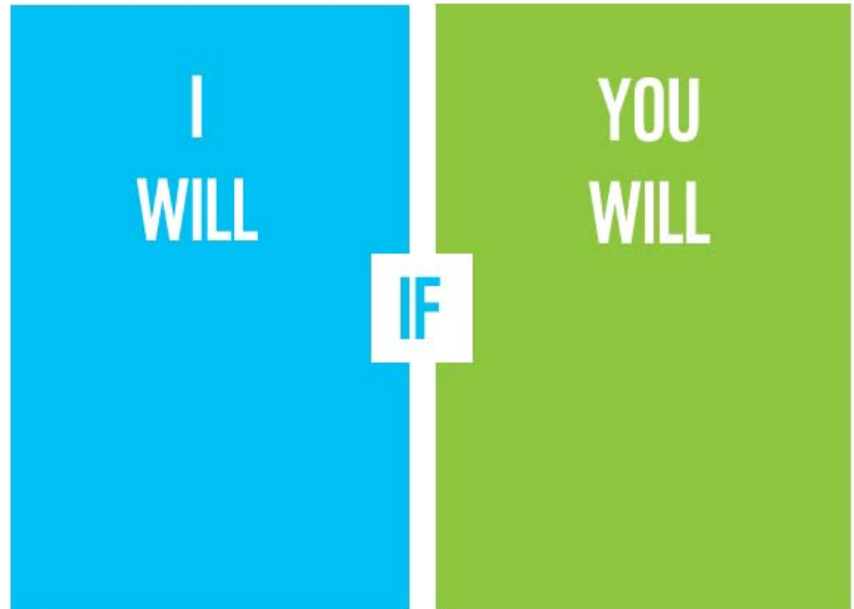
Switch off your lights

At 8:30PM on Saturday, March 23, 2013, join millions of people around the world and take a stand against climate change by switching off your lights for one hour.

This year, the Philippines seeks to top the global switch-off for the fifth consecutive year. Through your support, we can ensure that Earth Hour 2013 will be our best event yet.

Why participate?

Because we need to change our future to one that is sustainable. Change this big needs YOU. It needs every one of us. Earth Hour is a lasting commitment to change and it brings individuals, businesses, and organizations together to show the power of collective impact.



How can YOU help?

Commit to change. Switch off unnecessary lights from 8:30 to 9:30PM on March 23. You can also pledge to lower your energy consumption by 10% or more in your business operations or in your household.

Promote Earth Hour in your own way. Promote Earth Hour by using different communication channels – from the traditional word of mouth to more modern tools like Facebook, Twitter, and YouTube. We need your help to get as many people onboard!

Go beyond the Hour. Together let's turn the inspiration of one hour into the actions of every hour. Reduce your carbon footprint by leading a sustainable lifestyle.

I Will If You Will

The 'I Will If You Will' campaign empowers individuals, groups, businesses, institutions and organizations to share a dare or challenge with the world by asking everyone *What are you willing to do to save the planet?*

The campaign forms a social contract between two parties. One party commits to a promise while the other commits to a challenge. Participants are highly-encouraged to share their dares via social media! For more information on how to create your own challenges, log on to:

wwf.org.ph/earthhour

Why should you get involved?

By participating in WWF's Earth Hour, you are joining millions of businesses and individuals across all seven continents for a truly powerful and symbolic demonstration. Earth Hour believes that environmentalism must be synergized with both businesses and the government to craft practical solutions to deal with pressing ecological issues. Earth Hour 2013 invites businesses and community groups to take the campaign one step further. Make a commitment of sustainable change for the rest of the year and share your story with the world.

Stage your own Earth Hour event!

Whether it's at home, at your favorite hangout, or even in the office – you can take a stand against climate change by conducting your own switch-off. Get tips on how to do your own switch-off by downloading action kits from the Earth Hour Philippines website. Post photos and videos of your switch-off activities on the WWF-Philippines Facebook page or Tweet about them using the hashtag **#EHphilippines**. Let's show the world how the Philippines celebrates Earth Hour.

Resources

[Facebook.com/WWF.Philippines](https://www.facebook.com/WWF.Philippines)

[Twitter.com/WWF_Philippines](https://twitter.com/WWF_Philippines)

[wwf.org.ph/earthhour](http://www.wwf.org.ph/earthhour)

Earth Hour does not end when the lights are switched back on.

Here are ten ways to help you make a difference long after Earth Hour:

- 1 – Document Your Earth Hour Celebrations** If you and your friends conducted or participated in one of the Earth Hour celebrations, share your experience by emailing your photos and videos to earthhour@wwf.org.ph or by uploading them onto your Facebook page and then tagging WWF-Philippines' Facebook page.
- 2 – Host an Outdoor Evening Party** If you plan to stay in your neighborhood, get the *barkada* together for an Earth Hour eco-party. Set-up the front yard or go to the village park. Fire up those trusty flashlights and headlamps!
- 3 – Encourage Kids to Play Outdoors** Remember the good old days of *Patintero*, *Taguan* and *Luksong Baka*? Encourage your kids to unplug all electronics and rediscover the lost joys of outdoor play.
- 4 – Do a Recyclables Hunt** Make a list of all the non-recyclable containers you're using now (like plastic shopping bags) and figure out ways to reduce your consumption of items that end up in our local landfills.
- 5 – Green That Workspace!** If you can't turn off all the office lights, look around and see what you can unplug, turn down or use less of (like consuming less paper by printing double-sided).
- 6 – Involve Your Local Leaders** Ask your local government to set up a 'green' community discussion in a public building from 8:30 - 9:30PM on 23 March. Help organize attendance by reaching out to local environmental and community groups and come prepared to ask your leaders what they're doing to make your area cleaner and greener.
- 7 – Clean Up Your Street** Grab a flashlight and walk down your house street, picking up trash and recyclables as you go. It's a great chance to do some stargazing too!
- 8 – Unplug and Just Chill Out** Stay home, minimize carbon emissions from your car and just have an hour of steady time. Turn off the screens, shut off the beloved cellphone and just take some 'you' time to reflect, read or talk to your family.
- 9 – Give Yourself an Energy Makeover** Use Earth Hour as a reason to make your home more energy efficient: Replace those cruddy old incandescent bulbs with newer and more efficient CFL bulbs. Install power strips to turn computers and electronics on and off more easily, since appliances on standby mode are still at about 30% consumption.
- 10 – Make a Pledge for the Planet** Earth Hour shouldn't end at 9:31PM — it's a chance to take a first step toward lowering your overall impact on the environment. So use part of that hour to make a personal pledge to do more — recycle, take public transportation, remember to turn off or unplug electronics, and beyond. The only way we're going to stabilize our climate is if we make real changes in our everyday lives.

REPLY FORM

YES! We will participate in Earth Hour 2013

Name: _____ Designation: _____ Company: _____

Address: _____

Tel. No: _____ E-mail: _____

Earth Hour 2013 Activities: _____

'I Will If You Will' Pledge: _____

Please send the reply form to earthhour@wwf.org.ph or fax to (02) 426-3927

Thank you!