

EARTH HOUR
#CONNECT2EARTH



24 MARCH 2018
8:30PM

60+
EARTH HOUR



Earth Hour 2018 - Starter Kit Corporate

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, inspiring individuals, communities, businesses and organizations in more than 180 countries and territories to take tangible climate action for over a decade.

Today, as accelerating climate change and staggering biodiversity loss threaten the planet, we want to leverage the momentum and energy of the Earth Hour movement to connect people to Earth.

Earth Hour 2018 is on Saturday 24 March from 8:30 p.m. to 9:30 p.m. (local time). Different countries are organizing events according to environmental issues that they feel are most relevant to them. Visit www.earthmauritius.org for more details.

#Connect2Earth

Earth Hour has always been about the power of individuals to be a part of global conversations and solutions for our planet. Connect2Earth is a call for people worldwide to connect with the environmental issues and causes that they personally care about. This Earth Hour, we invite people around the world to 'spark' never-before conversations on the loss of nature around them. Connect2Earth.org is a platform to capture global conversations around biodiversity, for people to connect to each other and drive global awareness and action on biodiversity. It is the first step toward creating the global momentum we need to steer the



planet away from a path of staggering biodiversity or nature loss.

Success Stories from Corporate

Here are some examples of corporations that have previously committed to projects aimed at creating a lasting impact with Earth Hour

- Standard Chartered Bank committed up to UGX 70 million (USD28, 000) to help create the world's first Earth Hour Forest started by WWF-Uganda. The money from Standard Chartered Bank went into planting trees in the 2,700 hectare wide forest
- Global companies such as IKEA, HSBC, Starbucks and Philips celebrate Earth Hour in markets around the world
- In Macau, Sands China (with luxury hotels like The Venetian Macau, The Parisian Macau and Conrad Macau under its belt) started celebrating an Earth Hour on the first Tuesday of every month as part of their beyond the hour efforts, an initiative that has now spread well beyond Macau. Thousands of hotels around the world engage in Earth Hour, some using the whole month of March to implement environmental initiatives in their locations and surrounding communities
- WWF-UAE, in partnership with Philips, launched a call to action encouraging corporations and individuals to 'Get Enlightened' and 'Make the Switch to energy efficient lighting', providing LED lights to be distributed locally
- Thousands of wood-saving stoves were distributed to families in Madagascar with local partners

How To Execute a 'Lights Out'

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Make sure non-essential lights in your buildings, facilities and signage are switched off during Earth Hour from 8:30 p.m. to 9:30 p.m. on Saturday 24 March 2018. For larger buildings, plan ahead with facilities and building managers to manage the logistics of switching off non-essential lighting for Earth Hour including neon lights – in and around your properties.

Going Beyond The Hour

Go beyond the hour with your organization and business practices. Earth Hour is not just for one hour, the point is to go beyond the hour. That means making a commitment to a continual change throughout the year that reduces your impact on the environment, culminating in a celebration of your commitment to the planet with the people of the world during Earth Hour.

To help you begin, here are some ideas:

- Encourage your staff and online supporters to start and join online conversations and discussions revolving biodiversity using the hashtag #Connect2Earth
- Encourage staff to support local Earth Hour campaigns and use their MUR or their voice to support projects and deliver tangible environmental outcomes on the ground
- Elect Earth Hour champions for your business. Their job will be to ensure lights are out and appliances are switched off at the end of each working day
- Turning off lights after office hours in offices or installing motion-sensor lighting
- Installing energy saving lights bulbs and devices (E.g. Timers on lighting)
- Minimize printing and photocopying

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- Do not print emails unless absolutely necessary
- Turning off printers, computers, monitors, microwaves and coffee machines at the powerpoints at the end of the day when unused for long periods (this could shave 5% off your electricity bills)
- Providing and encouraging staff to use recycling facilities
- Switching your business' electricity supply to Gold Standard Green Power
- Involve your staff in everyday change and inspire them to do more for the planet in the workplace and at home
- Connect with Earth Mauritius and ask them how they help business, industries and groups change their practices to be more sustainable, and what efforts you can adopt to tackle climate change

Join The Conversation #Connect2Earth

This Earth Hour, we want you to 'spark' never-before conversations on the loss of nature around them. From Instagram to Facebook, Whatsapp to WEchat, go on and ignite conversations on biodiversity. Be it your thoughts on deforestation or the dwindling number of your favourite animals - let your voice be heard. Raise awareness of biodiversity in your country and learn as you share! Remember, keep your accounts public to allow like-minded individuals and businesses to join the conversation on biodiversity or nature loss.

- Leverage and post on all your communication channels and platforms, using the '#Connect2Earth' – tell everyone about the changes you are making to support conservation efforts and your corporation's views on biodiversity
- Follow Earth Hour on Social Media. Go to www.earthhour.org to find all our social properties and use **#EarthHour** and **#Connect2Earth** in your conversations to let us hear you