

**EARTH HOUR**  
#CONNECT2EARTH



**24 MARCH 2018**  
8:30PM

**60+**  
EARTH HOUR



## Earth Hour 2018 - Starter Kit (Individuals)

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](http://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](http://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.

## Ideas for Individuals

- Want to keep it simple? You could host a candle-lit dinner, go stargazing, organise a night of board games or book readings, or simply switch off your lights for an hour
- Your voice has never been more important. Share your thoughts on the issues that matters to you on your social media platforms and spark conversations with your peers by hashtagging [connect2earth!](#) Remember, keep your accounts public to allow like-minded individuals to join in your conversations
- Hop on to [connect2earth.org](#) and see what others have to say! Let yourself engage in interactive and informative conversations - you might just find someone that shares the same concerns and passion you have on biodiversity
- Tell us how you #Connect2Earth! Submit your personal stories on [earthmauritius.org](#) and stand a chance to be featured on our website as a hero for the planet



*Zimbabwean and Swedish Youths come together to lead the 2017 Earth Hour Campaign ©WWF-Zimbabwean*

- Remind your friends and family to switch off their non-essential lights and all other unnecessary electrical appliances during Earth Hour and beyond; your call to action then becomes theirs to pass on as well

- Use your social network to spread the word on Earth Hour. The more people that get involved, the bigger the impact we can create for our planet! Like and follow us [Facebook](#), [Twitter](#), and [Instagram](#) for live updates and more ideas on how to get involved!



*Young supporters from Bhutan for Earth Hour 2016 © WWF-Bhutan*

- Write to your local city council or parliamentary representative to suggest and share your ideas on how to make your city cleaner, more eco-friendly and sustainable, such as pushing for greater usage of solar energy, or the planting of more trees



*Supporters for Earth Hour Cambodia 2017 © WWF-Cambodia*

● **How do I make a difference beyond Earth Hour?**

We're glad you asked! Living sustainably can be something so simple yet impactful.

**You could:**

- Simply join the conversation and keep it going! Engage yourself in conversations and share as you learn?

- Support Earth Hour to empower us to continue to grow the campaigns on conservation efforts
- Inform yourself and others on climate change and its impact on our planet. Our blog [www.earthhour.org/blog](http://www.earthhour.org/blog) is a great place to get started
- 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 transportations
- 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; utilize reusable lunch-boxes and water bottles as much as you can

And 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 with Earth Hour.

Everything begins with YOU, the individual, and it's time for us to start a conversation about our home, it's time to Connect2Earth.