Quick links within the document:

- Summary
- How to Take Part in Earth Hour
- Social Media Assets
- Going Beyond the Hour

More information:

- All assets can be found within this Master Folder
- Website: www.earthhour.org.nz
- Contact: Robyn Carmichael, at rcarmichael@wwf.org.nz or 028 425 9566

Summary

Starting as a symbolic lights-out event in Sydney in 2007, Earth Hour has grown to become the world's largest grassroots movement for the environment. It's been more successful than we ever imagined – last year, individuals, communities, businesses and organizations in more than 180 countries and territories were inspired to stand in solidarity to show the world they care about the future of our planet.

From the beginning, New Zealanders have enthusiastically embraced Earth Hour to support action to protect and restore nature. In 2009, 44 towns and cities in New Zealand participated, with over half of the population taking part. Landmarks such as the Beehive, Sky Tower, the Auckland Museum and Town Hall, the Christchurch and Dunedin Cathedrals and the Mission Bay Fountain all went dark to celebrate.

This Earth Hour comes with a great sense of urgency. Key political decisions will be taken on climate action, sustainable development and nature in 2020 that will affect the health of our planet for decades to come. We have an opportunity to secure an international commitment to stop and reverse the loss of nature. It is ever more important to raise awareness that nature is the critical foundation of a healthy planet and an immediate, powerful and cost-effective solution to climate crisis.

During the lead up to and on the night of Earth Hour on 28 March 2020, 8:30pm, we are asking people across New Zealand to stand in solidarity to show the world they care about their own future and of our planet.

We need your help to raise awareness, encourage people to think about their how their lifestyles and habits impact the environment, and to enact change.

Please use the assets and social copy below to share these messages with your audiences and participate in this global movement.

Ngā mihi nui!
How to Take Part

• Switch off your non-essential electric lights in your building, facilities, and signage during Earth Hour from 8:30-9:30pm on Saturday, the 28th of March. For offices that are closed over the weekend, ensure your employees switch off lights when they leave on Friday evening. If you haven’t already, please register your participation online.

• Spread the word: share what you're doing to celebrate on your social media channels, website and blogs.
  ▪ Tag @WWFNewZealand and @EarthHour and use the hashtag #EarthHourNewZealand and we'll share your posts and photos to our online community. Also, don’t forget to link back to www.earthhour.org.nz
  ▪ Add the logo and banners to your website, social media profile & blog.

• Organise a community event on the night of, or during the week of, Earth Hour

• Put up a poster in your office or workplace! Working files are also provided so you can customise the poster to better engage your employees and partners.

• During the week of Earth Hour, bring the team together for internal sessions on different topics such as how to lead a more sustainable lifestyle and how to reduce waste at home and work. Encourage your team to participate in Earth Hour at home.

• Communicate Earth Hour to your clients, partners, suppliers, and customers through your website, blog, newsletters, and/or social media.

• Join the conversation on social media. Follow us on:
  ▪ Facebook: www.facebook.com/wwfnewzealand/
  ▪ Twitter: www.twitter.com/wwfnewzealand/
  ▪ Instagram: www.instagram.com/wwfnz/
  ▪ LinkedIn: www.linkedin.com/company/wwfnewzealand/
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<thead>
<tr>
<th>Theme</th>
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<tbody>
<tr>
<td>What is Earth Hour</td>
<td>#EarthHour started as a symbolic lights-out event in 2007 and is now a powerful environmental movement for nature and climate. #Connect2Earth with over 180+ countries &amp; territories by switching off your lights on 28th March, 8.30 pm local time. <a href="http://www.earthhour.org.nz">www.earthhour.org.nz</a> #EarthHourNewZealand</td>
<td><img src="image" alt="Connect to Earth" /> OR select another Image or GIF</td>
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<tr>
<td>Nature matters!</td>
<td>It doesn't matter what language you speak or which country you're from, nature matters to us all 🌱. It provides us with the things we need to live - from the air we breathe to the water we drink and to the food we eat. Join millions around the world to turn off the lights for #EarthHour and speak up on why nature matters to you by using #Connect2Earth 🌱 #EarthHourNewZealand</td>
<td><img src="image" alt="EARTH HOUR" /> Multi-language Nature Matters Video</td>
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<tr>
<td>Support Announcement</td>
<td>We're supporting #EarthHourNewZealand 2020! Join us and start changing the planet for the better. Millions of people around the world will switch off their lights on 28th March at 8.30pm local time to highlight the threats of nature loss and the climate crisis facing us today. You can join too: <a href="https://www.facebook.com/events/796887417440334/">https://www.facebook.com/events/796887417440334/</a></td>
<td><img src="image" alt="Earth Hour" /> Or another image</td>
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<td>Returning Partners</td>
<td>We are proud to take part in #EarthHourNewZealand. This important environmental movement is an annual event on (Add Organisation's Name)'s calendar because…(add reason) <a href="http://www.earthhour.org.nz">www.earthhour.org.nz</a></td>
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<td>New Partners (Switching off)</td>
<td>This year (Add Organisation's Name) will switch off all our (external/non-essential) lights on 28 March at 8.30pm for #EarthHourNewZealand. We are joining millions around the 🌍 in the movement to highlight how #naturematters for our survival and in the fight against climate change. <a href="http://www.earthhour.org.nz">www.earthhour.org.nz</a></td>
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<td>New Partners (Participating in Voice for the planet)</td>
<td>We are proud to take part in #EarthHourNewZealand this year. (Add Organisation's Name)'s supports awareness of nature loss and the #climatecrisis and so our (CEO/DG/ES - tag person) has signed this petition at earthhour.org/voice to protect our planet and all our futures 🌍</td>
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<td>Local events</td>
<td>Because #EarthHourNewZealand matters, we are switching off the lights at (Add location) on Saturday, 28 March, from 8:30 to 9:30 PM 🌠_join in and be part of one of the biggest environmental movements of the year! <a href="http://www.earthhour.org.nz">www.earthhour.org.nz</a></td>
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<td>Lights out support</td>
<td>This Saturday, 28 March, we are joining #EarthHourNewZealand and will turn-off all our (external/non-essential) lights for one hour at 8:30 pm. It is a symbolic gesture to create awareness about ways to reduce our impact on the environment. Will you join us and millions around the world as we switch off and raise our voice for nature? 🌱 <a href="http://www.earthhour.org.nz">www.earthhour.org.nz</a></td>
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<td><strong>On the night</strong></td>
<td>Tonight from 8.30pm to 9.30pm we will support #EarthHourNewZealand by switching off all our (external/non-essential) lights💡. Join the initiative to make nature matter, as it is one of our greatest allies against climate change. Let's #Connect2Earth ⚫️ and together we can make a difference! <a href="http://www.earthhour.org.nz">www.earthhour.org.nz</a></td>
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| **Pledge for the planet** | The food we eat, the things we buy and the choices we make all have an impact on our planet. Take the pledge for nature this #EarthHourNewZealand and add your voice to find out how you can reduce your environmental footprint [🔗 earthhour.org/voice](http://earthhour.org/voice)  

(or)  
On 28 March, 8.30pm we are switching off for #EarthHourNewZealand! Did you know that nature is one of our best solutions to the climate crisis? Add your voice to this petition and join thousands of people around the world to show that you care about nature, climate and our one home [🔗 earthhour.org/voice](http://earthhour.org/voice) |
| **Teasers to Official Video** | **30 second version**  
**60 second version** |

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**Voice GIF**
## Countdown Assets

<table>
<thead>
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<tr>
<td>Earth Hour Official Video</td>
<td>30 Days to one of the biggest environmental movements of 2020! Join us as we switch off our lights on 28 March at 8:30pm and use our power for #EarthHourNewZealand to raise awareness for nature, one of our greatest allies against climate change <a href="http://www.earthhour.org.nz">www.earthhour.org.nz</a></td>
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<td>Download Social Cuts 30 Days - 27th Feb 2020</td>
<td>20 Days from now we will be participating in #EarthHourNewZealand. We encourage you to show your support for our home 🌍 by doing the same. Switch off your lights on 28th March, 8.30pm your local time. Visit <a href="http://www.earthhour.org.nz">www.earthhour.org.nz</a> to find out more on how you can get involved.</td>
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<td>![Illustrated](20 Days - 8th Mar 2020) Or other Earth Hour image</td>
<td>![Illustrated](10 Days - 18th Mar 2020) Or other Earth Hour image</td>
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<tr>
<td>20 Days - 8th Mar 2020</td>
<td>10 Days to go!! This #EarthHourNewZealand add your #VoiceForThePlanet to call on governments to protect nature because it provides us with the air we breath, the water we drink, food we eat and so much more! Together we can protect it! Add your pledge here 👉 <a href="http://earthhour.org/voice">earthhour.org/voice</a></td>
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<td>10 Days - 18th Mar 2020</td>
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<td>27th Mar 2020</td>
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Going Beyond the Hour

Earth Hour is not just for one hour; the point is also to carry on sustainable activities beyond the hour. That means making a commitment to a continual change throughout the year that reduces your impact on the environment. Here are steps your business can take on the journey towards stewardship and sustainable transformation:

Some small commitments to help you begin:

- Turn off lights after office hours or install motion-sensor lighting
- Install energy saving light bulbs and devices (e.g. timers on lighting)
- Minimize printing and photocopying
- Do not print emails unless absolutely necessary
- Turn off printers, computers, monitors, microwaves and coffee machines at the power points at the end of the day or when unused for long periods (this could shave 5% off your electricity bills)
- Provide and encourage staff to use recycling facilities and compost areas for food waste
- Connect with WWF-New Zealand and ask them how they help businesses, industries and groups to change their practices to be more sustainable, and what practices you can adopt
- Send out a company-wide internal communication about taking a stand for nature by signing the petition on Voice for the Planet (earthhour.org/voice)

Next steps:

1. Know your impacts and business risks

In the World Economic Forum’s Global Risks Report, water scarcity, climate change, biodiversity loss and ecosystem collapse are among the most pressing environmental risks facing all sectors. A good place to start your sustainability journey is to using tools like the Natural Capital Protocol to assess environmental risks and dependencies and improve value chain management, or the enhanced WWF Water Risk Filter that enables companies and investors to assess and respond to water risk.

2. Set targets

Creating milestones and using standards will help demonstrate progress. A plethora of sustainability standards for commodities like timber, soy and palm oil enable companies to track progress on resource stewardship. This also ensures security of supply and attracts investment. WWF can help you to identify the standard that is right for you.

3. Collaborate with peers

This can improve efficiency and sustainability. Collaborating with others and participating in sectoral or cross-sectoral platforms such as the Sustainable Apparel Coalition and the CEO Water Mandate have become common practice.

4. Embrace radical transparency

Transparency is key to achieve transformation at scale. Disclosing your company’s sustainability performance can create incentives for other companies in your sector to follow suit and support cross-sector collaboration for
sustainability. There is also a lot of value in companies sharing the lessons learned through their sustainability journeys with peers and other stakeholders.

5. Define your purpose and gear business models for sustainability

A clear company purpose that drives business and sustainability can help customers to make informed choices and live more sustainably. Food, energy and water are critical resource challenges for any company, and offering sustainable products to customers has become standard practice for many. Plastic pollution is now receiving the attention it deserves, focusing attention on circular and regenerative business models.

6. Invest in nature

Looking across the landscapes where you source materials and energy, and investing in nature with others, can deliver transformative change. Reversing environmental decline often requires a landscape approach that looks beyond company and sector boundaries and addresses conservation and development.

7. Be an advocate for nature

Reaching and influencing decision-makers and billions of consumers are key in driving more sustainable behaviour and addressing systemic challenges. But no organisation can meet this challenge alone. Get involved by joining Business for Nature, a new global coalition uniting the business voice for a nature. Having the courage to be a pioneer and using your authority and credibility can inspire others to advance social justice and sustainability.

8. Innovate for sustainability and deliver on the SDGs

Putting sustainability at the heart of innovation and using the SDGs to shape outcomes offer the best return on investment. The Sustainable Development Goals (SDGs) and the Paris Climate Agreement provide a universal agenda for change with significant business opportunity. The SDGs could create 380 million jobs and unlock $12 trillion – but only through partnership.

9. Leverage new technology

Using new technology can support innovation and help meet milestones. New technology is helping leading companies to innovate and revolutionise supply chains. The Pacific Islands’ tuna industry, for example, is using blockchain to help stamp out illegal fishing and human rights abuse.

10. Ask for help

If you’re still not sure where to start, please get in touch. The time to act is now. Whether you’re at the beginning of your sustainability journey or a business leader ready to spearhead innovation, accelerate sustainability and restore nature, we are ready to collaborate.

Take the first step – contact WWF Global Partnerships.

You can read more examples on “Nature Means Business”, a WWF Corporate Partnerships publication.