

سلط الضوء على العمل المناخي في ساعة الأرض.
THIS EARTH HOUR, SHINE A LIGHT ON CLIMATE ACTION.

60+
ساعة الأرض
EARTH HOUR



TAKE ACTION ON AND BEYOND EARTH HOUR

How-To-Guide for organisations, corporate, educational institutions & government

Thank you for your interest in participating in this year's Earth Hour UAE.

Emirates Wildlife Society in association with WWF (EWS-WWF) is the national coordinator of Earth Hour in the UAE. 2016 was the biggest year yet, which saw lights off in all seven emirates and reached millions of people through social media. Since Earth Hour started in 2007, over 7000 cities and towns, and 178 countries and territories across seven continents and aboard the International Space Station, serving as a strong visual reminder of the globe's determination to tackle our planet's biggest environmental challenge yet.

In 2017, Earth Hour is celebrating its 10th year anniversary. We will once again bring together millions of people across the globe to shine a light on climate action - and we invite UAE residents and visitors to come with us to change climate change. With this guide, you can learn how to make a difference during and beyond one hour to reach out to the millions of people within your community and the global community. To make it easier, all the mentioned links and downloadable resources are listed again on the last page.

What are you going to do this year to help change climate change?

Shine a light on climate action

Earth Hour 2017 calls all people to switch off their lights and switch on their social power to shine a light on climate action. EWS-WWF is urging everyone to do their bit to Change Climate Change. Help us take Earth Hour into the digital space by sharing your own social media updates and inspiring videos, use #EarthHourUAE.

Organisations all over the world are encouraged to join the global movement and sign up [HERE](#) (available in Arabic), to add your event to the events list. Follow our social media channels to receive the latest news about #EARTH HOUR UAE

Facebook: [/ews.wwf](#) Twitter: [@ews_wwf](#) Instagram: [@ews_wwf](#)

Visit our local site <http://earthhour.uae.panda.org/> for more information

So what about lights-off

On Saturday 25 March 2017, 8:30PM, the UAE will join hundreds of millions of people across the globe, switching off the non-essential lights of homes and businesses for sixty minutes. 'Lights-off' is a moment to bring voices together, celebrate achievements and inspiration to do more.

In the UAE, we see annual participation from all seven emirates and major landmarks such as Burj Khalifa

and Sheikh Zayed Grand Mosque. Running an Earth Hour event celebrating your commitment is a way to engage and empower others. Ask yourself, what does climate change mean to your organisation? [How can you use Earth Hour as a campaign to inspire your staff, students, customers or clients to tackle climate change?](#)

It doesn't matter how big your organisation is because every contribution is valuable and has the power to make a difference. It can still be as simple as switching off the lights of your premises, or do more!

If you organise an event, make sure to register at: <http://earthhour.uae.panda.org/registration.php>. That's also where you can find more information about Earth Hour activities in the UAE.

Earth Hour is also a great time to make a commitment beyond the hour for local conservation work in the UAE. Contact amugloo@ewswwf.ae to learn how EWS-WWF helps business change their practices to be more sustainable, and what efforts you can adopt to tackle climate change. We have range of longer term opportunities that come with unique communication and staff engagement benefits for your organisation.

RECAP OF 2017 EARTH HOUR LINKS & RESOURCES

Register your event on Earth Hour tracker: <http://earthhour.uae.panda.org/registration.php>

Assets Kit to download 2017 artwork, social media tools and more:
<http://earthhour.uae.panda.org/>

Earth Hour UAE homepage for more local information: <http://earthhour.uae.panda.org/>

For longer term partnership with EWS-WWF to support conservation work in the UAE, contact amugloo@ewswwf.ae

Follow EWS-WWF on social media for the most up to date information:

Facebook: [/ews.wwf](https://www.facebook.com/ews.wwf) Twitter: [@ews_wwf](https://twitter.com/ews_wwf) Instagram:



Established in 2001 under the patronage of HH Sheikh Hamdan bin Zayed Al Nahyan, Ruler's Representative in the Western Region, EWS-WWF's mission is to conserve nature and reduce the most pressing threats to the environment by working with people and institutions in the UAE and region to implement conservation solutions through science, research, policy, education and awareness.

[@ews_wwf](https://twitter.com/ews_wwf)

