

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



TAKE ACTION ON AND BEYOND EARTH HOUR

HOW-TO-GUIDE for organisations, corporates, 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. 2015 was the biggest year yet, which saw lights off in all seven emirates and reached 2.3 million people through social media.

Globally Earth Hour spanned over **7,000** cities and towns, and **172** countries and territories. People, communities, businesses and organisations united well beyond the hour to deliver real, tangible environmental outcomes to protect future generations from climate change impacts.

In 2016, as the world emerges from a historic climate summit in Paris and we celebrate our tenth lights out- a decade of driving awareness and action for our planet, we will once again bring together millions to shine a light on climate action - and we invite you 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?

LOOK THE PART IN THE DARK

For a limited time, [order official UAE Earth Hour t-shirts](#), with an option to customise by adding your organisation's logo! Proceeds from each purchase will be contributed towards EWS-WWF conservation programmes.

We designed the t-shirts especially for our UAE community, taking inspiration from the past to guide us in doing our part to **#ChangeClimateChange**.



Visit our partner's [online store](#) to see more merchandise, pricing options and other information. It's a great way to show your participation in the Earth Hour UAE movement, and can be worn by your staff during your Earth Hour event, or used as prizes for competitions and client gifts.

But hurry, the last day to place your order is March 12!

SHINE A LIGHT ON CLIMATE ACTION

Earth Hour 2016 calls all people to switch off their lights and switch on their social power to **shine a light on climate action**. This is a follow up on [the success of COP21](#), and EWS-WWF is urging everyone to do their bit to **#ChangeClimateChange**. The campaign takes Earth Hour into the digital space, and communicates social media messages and inspiring videos. First ones are already out: [music video](#) and [hook video](#) (Arabic subtitles available).

DONATE YOUR FEED CAMPAIGN

Organisations all over the world are encouraged to **donate their social feed on their Facebook pages**. By signing up [HERE](#) (available in Arabic), Earth Hour Global will send 5 automated posts to your wall between March 16-19 in the build up to the hour. Additionally, you'll have access to an exclusive Earth Hour profile picture demonstrating commitment to our precious planet. This is empowering people and organisations to amplify one global message, and raise awareness on climate change.

Here in the UAE, **#EarthHourUAE** is going beyond the hour. By signing up, organisations from the UAE will continue receiving monthly tips on how to green their operations. We'll deliver these tips in inspiring, multimedia formats that are easily shareable on social media or by email to your staff and clients.

Visit our local site earthhour.uae.panda.org for more information (available in Arabic), or follow our social media channels to receive the latest news!

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

SO WHAT ABOUT LIGHTS-OFF?

On **Saturday 19 March 2016, 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?**

Check out the [Earth Hour 2016 Event Playbook](#) for more information. 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: www.earthhour.org/tracker. 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 slawrence@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 2016 EARTH HOUR LINKS & RESOURCES

- Order your official Earth Hour UAE T-shirts: www.inkmash.com/earthhouruae/
- Register to Donate Your Social Feed: www.changeclimatechange.org/en_AE/
- Event Playbook for details about the Earth Hour movement, event ideas and this year's campaigns: www.earthhour.org/sites/default/files/EH2016_Event_Playbook.pdf
- Register your event on the global Earth Hour tracker: www.earthhour.org/tracker
- Assets Kit to download 2016 artwork, social media tools and more: www.earthhour.org/earth-hour-starter-kit
- Earth Hour UAE homepage for more local information: earthhour.uae.panda.org
- For longer term partnership with EWS-WWF to support conservation work in the UAE, contact slawrence@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: [@ews_wwf](https://www.instagram.com/ews_wwf)