

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



How Your Hotel Can Support Earth Hour 25 March 2017 8:30-9:30 p.m.

The Earth Hour movement in the UAE is coordinated by Emirates Wildlife Society - WWF (EWS-WWF), and is supported by the key partners across the Emirates. Every year, Earth Hour sees iconic landmarks that grace the emirates' skyline, show their support by participating in the movement, including the world's tallest building the Burj Khalifa and Burj Al Arab in Dubai, and Emirates Palace and Sheikh Zayed Grand Mosque in Abu Dhabi. 2016 was the biggest year yet, which saw lights off in all seven emirates and reached millions of people through social media.

On Saturday 19 March, Earth Hour 2016 was celebrated in a record breaking 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.

Earth Hour 2017 is celebrating its 10th year anniversary. This year, the campaign will continue to use the 'Shine a Light On Climate Action' messaging. We will once again bring together millions to shine a light on climate action - and we invite you to join us to communicate that while the world turns out their lights to celebrate the hour, we can together use this moment to focus on urgent climate action individuals can take to change the game.

We are thrilled that you want to join Earth Hour UAE, and are excited to share with you the many things that can be done to celebrate this momentous occasion and make a difference for our planet. Together, let's shine a light on climate action and do our part to change climate change.

Earth Hour in 4 Easy Actions

Switch off your lights during Earth Hour

Shine a light on climate action by spreading the word on your social channels now

Host an event for your guests and staff

Join the global movement and Sign up for Earth hour [here](#) and promote your participation

1_Switch off your lights during Earth Hour

Switch off your façade, signage and non-essential lighting as well as dim the lights in public areas, restaurants and exterior spaces. Go further and use Earth Hour to engage different teams in your hotel to take action such as:

- Increasing a/c temperatures by 1 or 2 degrees
- Switching off non-critical music in lounges and restaurants
- Encouraging guests to re-use towels and linens
- Housekeeping not turning on lights during turndown

Don't forget to document your participation by taking before and after photo. Share the photo with EWS-WWF at: earthhour@ewswwf.ae

2_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**. The campaign takes Earth Hour into the digital space, and communicates social media messages and inspiring videos.

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

3_Host an Earth Hour event for guests & staff

Earth Hour is a ground breaking movement completely powered by you - your ideas, interests and actions. For inspiration take a look at the ideas below or head over to the **Earth Hour Tracker** to explore events that are being held by other like-minded organisations in UAE

Engage your guests

Earth Hour is a great platform to engage your guests into various activities and make their stay at your hotel special and memorable. Here you can find only some of the ideas

For your adult guests:

Candlelight Dinner - Bring the tables outside, and let the sky be your ceiling and the wind – your music. Invite your guests to an intimate candlelight dinner outdoors to celebrate Earth Hour with a special Earth Hour menu. Offer guests the opportunity to round-up their food/drinks bills or commit to contribute the proceeds from special menu items to support local conservation efforts.

Concert by Candlelight- Live un-plugged jazz, classical or Arabic performances are elegant ways to join the global movement. Turn off the lights, light up the candles, and let the magic begin! Support EWS-WWF and the Earth Hour initiative by charging a nominal participation fee and offering sustainably sourced snacks and drinks

Open-air yoga and meditation - Offer your guests a one-of-a-kind opportunity to celebrate Earth Hour by taking a deep breath and simply slowing down. Yoga and guided meditation session, narrated by an instructor, is a great way to give some well-deserved rest to the body, mind, and the world. Why not use your event to raise money to grow the Earth Hour movement even further and create tangible changes across the world?

Something special for your youngest guests:

Bedtime Stories – While parents are having quality time together, the little guests can join a bedtime stories reading in an exciting environment of a tent camp. Like real scouts and nature explorers, using the light of torches, the kids will read stories about animal adventures and about a life in the wild.

Shadow workshop - Invite your little guests to learn a life-saving skill of manipulating the shadows! Using their hands, torches and endless fantasy, the kids will learn how the shadows can turn into animals.

Glow in the dark painting - Evening is a perfect time to paint! With glow in the dark colors, of course. Using glitter, glow-in-the-dark colours, and decorative materials, you can create a whole zoo of animals. Don't forget to turn the lights off to test how they glow.

Activities for everyone:

Treasure Hunt - With an hour long treasure hunt give your guests an opportunity to spot some hidden animals and win a spa treatment or a dinner for the team.

Star Gazing - In a comfortable setting of an outdoor lounge, take your guests on a journey to far away galaxies. With a map of a night sky, invite them to discover the brightest constellations. Suggest participants support the event through a contribution to EWS-WWF.

Run a **special 'Earth Hour Weekend' promotion** where guests will receive an environmentally-friendly gift.

Incentivise guests to participate in your hotel towel re-use programme e.g. your hotel makes a donation to Earth Hour for each guest that re-uses their towels.

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

EWS-WWF can provide you with information on what is happening nearby. Visit us at www.uae.panda.org

4_ Join the global movement and sign up for Earth Hour to promote your participation

We would love for you to share your Earth Hour event with us and the rest of the world, and inspire even more people to use their power to change climate change. Here is how you can celebrate your involvement:

1. Sign up for the Earth Hour [here](#).
2. Download the FREE Earth Hour starter kit www.ewswwf.ae/earthhour and use this collateral (Earth Hour poster, logos, web banners, etc.) to promote your event and reach out to even more participants.

Here are some simple ways for you to generate maximum publicity for your event amongst your guests, staff and the local community. The more people involved, the bigger the impact we can create for our planet:

- ✍✍ Encourage guest participation through in-room guest letters and posters electronic signboards in public spaces
- ✍✍ Inform each guest on check-in
- ✍✍ Share the event via your own social media channels and promote #EarthHourUAE . You can also like our page on [Facebook](#), [Twitter](#), [Instagram](#) for live updates and to get more ideas on how to get involved
- ✍✍ Start counting down to Earth Hour via Facebook and Twitter
- ✍✍ Cascade messages through team member briefings
- ✍✍ Join the other participants via official hash tags:

#EARTH HOUR UAE

RECAP OF 2017 EARTH HOUR LINKS & RESOURCES

Sign up to register your event on Earth Hour events list: <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: 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: [@ews_wwf](https://www.instagram.com/ews_wwf)



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.