

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



How Your Hotel Can Support Earth Hour 19 March 2016 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. 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.

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 Steps

Switch off your
lights during Earth
Hour

Look your Part in
the Dark with
customized Earth
Hour UAE t-shirts

Host an event for
your guests and
staff

Register your
event at Earth
Hour website and
promote your
participation

Step 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

Step 2 - 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. T-shirts are 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 guest gifts.



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

Step 3 – Host an Earth Hour event for guests and staff

Earth Hour is a groundbreaking 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 (www.earthhour.org/tracker) to explore events that are being held by other like-minded organisations around the world.

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. Tuck the kids in with a [WWF plush polar bear](#).

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. The participants can receive an [Earth Hour t-shirt](#).

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 such as an [Earth Hour t-shirt or cap](#).

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

The detailed Earth Hour ideas guide is available at www.earthhour.org/earth-hour-starter-kit
Earth Hour UAE homepage for more local information: <http://earthhour.uae.panda.org/>

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

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

Step 4 – Register your event at Earth hour website & 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. Register your event on the Earth Hour website at www.earthhour.org/tracker and we'll keep you posted on all of the latest Earth Hour news
2. Download the FREE Earth Hour starter kit www.ewswwf.ae/earthhour and use this collateral (Earth Hour poster, logos, web banners, official video 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 link to the Earth Hour website. You can also like our page on [Facebook](#), [Twitter](#), [Google+](#), [Instagram](#) or [Tumblr](#) 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:
[#CHANGECLIMATECHANGE](#) [#EARTH HOUR UAE](#)

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, **#EARTH HOUR UAE** 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](#)

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 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)



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.

Together let's shine a light on climate action