



Get Enlightened. Make The Switch.



HOW YOUR BUSINESS CAN SUPPORT EARTH HOUR

At **8.30pm** on **Saturday 29 March 2014**, hundreds of millions of people across the globe will switch off the lights of homes and businesses for one hour – **Earth Hour**, the world's largest public environmental action – acknowledging a commitment to amplify the hour with actions that benefit the planet in the year ahead. Your business can provide a great contribution to this global pursuit of ongoing environmental change.

Businesses can support **Earth Hour 2014** by firstly switching out the lights of premises and encouraging staff and customers to also participate. This Earth Hour, we are also encouraging you to take charge of your ecological footprint and **make the switch to energy efficient lighting** as part of your pledge to adopt sustainable habits during and post-Earth Hour. We have all the resources to equip you with information on energy efficient lighting and get you started on your sustainability journey!

Earth Hour is also a great opportunity for businesses to demonstrate their environmental commitment and inspire staff members and customers to do the same. So join the movement!

The following information outlines the various levels of commitment to Earth Hour, be it big or small.



1) Switch off non-essential lights at 8:30pm on Saturday 29 March 2014

Turn off non-essential lights in your buildings, facilities and signage during Earth Hour 2014 from 8:30pm-9:30pm on Saturday **29 March 2014**. Join other committed businesses around the world in leading global environmental change. For larger buildings, plan ahead with facilities and building managers to manage the logistics of switching off non-essential lighting for Earth Hour 2014 – including neon lights – in and around your properties. Don't forget to take **before and after Earth Hour photos** of your building and share it with EWS-WWF at earthhour@ewswwf.ae

2) Get Enlightened. Make The Switch.

This Earth Hour, we are encouraging everyone to take charge of reducing their ecological footprint and **make the switch** to energy efficient lighting. We chose **lighting** as our call to action this year because **making the switch** to energy efficient lighting is a simple action, yet has huge energy saving potential! Lighting is a huge part of our lives. We use it in our homes, our workplaces, and our schools on a daily basis, and for a big part of the day. ***Can you imagine the opportunity for energy-saving if we all switched to energy efficient light bulbs?***

The first step is to **get enlightened** and have the right information. Use our website, uae.panda.org/earthhour to get information about:

- Why lighting is one of the easiest and most impactful ways to reduce your ecological footprint
- What specifications to look for when shopping for energy efficient light bulbs
- The economic and financial benefits of **making the switch**

The second step is to **make the switch**. Think of Earth Hour as your due date – and make sure to have made the switch by then. That way, when Earth Hour is over and you switch your lights back on, you will have succeeded in amplifying the hour and beginning your journey of sustainability.





3) Communicate Earth Hour to staff via our Earth Hour Pack

Business support for Earth Hour is about every level of your organisation becoming involved, from CEO and Board members through to administrative staff. You can purchase our **Earth Hour Pack** in order to Make Earth Hour an engaging CSR project in your company. Our Earth Hour pack includes:

- An Earth Hour T-shirt
- An CFL bulb
- A booklet with all the information you need to **Make The Switch**
- A jute bag with a draw string to hold everything (re-usable)

Communicate Earth Hour to all staff using email and other newsletters, posters, intranet, SMS, website, staff associations and committees. Take advantage of available bilingual resources on uae.panda.org/earthhour and encourage staff, colleagues and their families to take part in Earth Hour **at 8.30pm on Saturday 29 March** and commit to ongoing positive actions for the environment both in the workplace and at home. Share stories about how you amplified the hour with us at uae.panda.org/earthhour

4) Register your business' commitment on uae.panda.org/earthhour

Show your support for Earth Hour 2014 by signing up at uae.panda.org/earthhour and sharing your ongoing actions for the planet with the people of the world. It's free and we will include your participation to making Earth Hour in the UAE bigger and better. We will also send you Earth Hour updates with inspiring actions from people across the globe.

5) Communicate Earth Hour to your neighbours

Tell neighbouring businesses about your participation in Earth Hour 2014 and any positive actions for the planet you are taking to amplify the hour. If you lease your premises, tell your property manager and encourage them to spread the Earth Hour message and encourage other businesses in your complex to get involved. You can print and share with them ready-made posters to communicate about Earth Hour on the premises.





6) Communicate Earth Hour to your other offices nationally and globally

Talk to your offices in other cities both nationally and around the world, and explain what you are doing to support the movement. Encourage organisation-wide participation in Earth Hour as well as a commitment to actions beyond the hour that reduce your organisation's environmental impact.

7) Communicate Earth Hour to your partners, clients, suppliers and other networks

Provide information about Earth Hour to partners, clients, suppliers and other organisations your business works with on a regular basis. Let them know what your organisation is doing to reduce its ecological footprint and ask them to consider what they can do beyond the hour. Add a tagline to your company signature blocks and spread the word!

8) Communicate Earth Hour to your customers

Communicate Earth Hour to your customers, encourage them to take part in Earth Hour 2014 at 8.30pm on Saturday 29 March and commit to an ongoing action that benefits the planet -- this year, we are encouraging you to **make the switch to energy efficient lighting**.

- Include a link to the Earth Hour website from your homepage or host an Earth Hour banner on your homepage (downloadable from uae.panda.org/earthhour)
- Include Earth Hour in any email or SMS bulletins you send to customers
- Include Earth Hour messages on bills/statements/catalogues/other printed material you send to customers
- Promote your commitment to Earth Hour in stores, branches, foyers, terminals, stadiums, shopping centres by putting up Earth Hour posters (downloadable from uae.panda.org/earthhour)
- Run joint promotions in the lead-up to Earth Hour

Are there other ways you can spread the Earth Hour message through your facilities, services, products and channel?





9) Amplify the hour with your business practices

Earth Hour is not just for one hour. It's about making a commitment to ongoing change that reduces your impact on the environment and celebrating your commitment to the planet with the people of the world during Earth Hour.

As you already know, this year we are encouraging everyone to **make the switch to energy efficient lighting**. However, if you want to pledge to adopt additional sustainability practices, there are many other ways your business can reduce its impact on the planet today, as well as reduce cost.

You can start by downloading the free Business toolkit from the **Heroes of the UAE** campaign's website www.business.heroesoftheuae.ae. Simple actions can significantly reduce your consumption of energy and water, and many are within reach. Below are some:

- Turning off lights after hours in offices or installing motion-sensor lighting
- Installing energy saving lights bulbs and devices (e.g. timers on lighting)
- Turning off printers, computers, monitors, microwaves and coffee machines at the power points at the end of the day when unused for long periods

Involve your staff in everyday change. Elect Earth Hour Monitors for your business, whose job it is to ensure lights are out and appliances are off standby at the end of each working day.

When communicating with tenants, customers, other offices and staff, make sure they are aware that your involvement in Earth Hour symbolises your commitment to go beyond the hour with an action that benefits the environment.





10) Share your Earth Hour story with the world

What are you doing for Earth Hour 2014 and how are you amplifying the hour? Have you been inspired by the actions of others? Email us on earthhour@ewswwf.ae and let us know – then we can share your story on our website!

11) Help us spread the message of Earth Hour

Follow our social networks on Facebook, Twitter, Instagram and Youtube and help us spread the message:

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) | Youtube: [wwfuae](https://www.youtube.com/wwfuae)

HOW WE CAN HELP YOU

- Providing bilingual design collateral and Communication materials on uae.panda.org/earthhour free of charge
- Communicating your Earth Hour activities and events, through our different media platforms (Website, PR and social media platforms)
- Enhance your social media communications around Earth Hour through EWS-WWF different platforms.
- Background documents for your press release free of charge.
- Providing templates for engagement and invitation letters free of charge.

If you need more information or ideas, contact us at earthhour@ewswwf.ae

THANK YOU FOR YOUR SUPPORT, SEE YOU IN THE DARK!

