



EARTH HOUR  
ساعة الأرض

Get Enlightened. Make The Switch.



## HOW YOUR UNIVERSITY OR SCHOOL 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.

Universities and schools can support **Earth Hour 2014** by firstly switching out the lights of their campuses and school grounds and encouraging students to also participate. As educators and local influencers, universities and schools are well positioned to be a driving force of actions beyond the hour by leading, educating and encouraging students and local community members to make ongoing changes to reduce their impact on the planet. Show current and future students you're supporting Earth Hour and contributing to global environmental change. 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!

The following information outlines the various ways a university or school can make an ongoing Earth Hour commitment, 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 campus, school grounds, buildings and facilities during Earth Hour 2014 from 8:30pm-9:30pm on Saturday 29 March 2014. Join other committed universities, schools and community groups around the world in this global celebration of our planet. 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. Have a practice run a weekday so that the whole school can participate in. Don't forget to take before and after photos of your building and share it with EWS-WWF at:

[earthhour@ewswwf.ae](mailto:earthhour@ewswwf.ae)

### 2) Register your commitment on [www.ewswwf.ae/earthhour](http://www.ewswwf.ae/earthhour)

Show your support for Earth Hour 2014 by signing up at [uae.panda.org/earthhour](http://uae.panda.org/earthhour) and sharing your ongoing actions for the planet with the people of the world. It's free and we'll send you regular Earth Hour updates with inspiring actions from people and communities across the globe.

### 3) Communicate Earth Hour to students and alumni

Tell past and present students, about your participation in Earth Hour 2014 and any positive actions for the planet your university or school is taking that goes beyond the hour. Here are some simple ideas you could use:

- Place Earth Hour diary notices in student publications in the weeks leading up to and including Saturday 29 March
- Display Earth Hour posters on university buildings, facilities and notice boards
- Include a link to the Earth Hour website on your homepage or host an Earth Hour banner on your website
- Displaying the Earth Hour logo and banner on student newsletters/magazines, on letterheads and in email signatures.
- Inform students through announcements at student gatherings.
- Organise special activities and events for Earth Hour, e.g. torchlight scavenger hunt, candlelight parties or speed dating. Be creative and make it fun!

To see how you can promote Earth Hour and your university or school's active participation in this worldwide event, please see the promotional materials available on our website at [uae.panda.org/earthhour](http://uae.panda.org/earthhour) provided for your use for free.





#### 4) Communicate Earth Hour to staff

Supporting Earth Hour is about every level of your university or school becoming involved, from Deans and Headmasters, to facilities and grounds keepers. Make Earth Hour an engaging project in your University/school. Communicate Earth Hour to all staff using email and other newsletters, posters, intranet, SMS, website, staff associations and committees. 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. You can also purchase our **Earth Hour Pack** employees to involve staff.

#### 5) Go beyond the hour with your operation 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](http://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.





## 6) 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](http://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.

## 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](mailto: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](http://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](mailto:earthhour@ewswwf.ae)

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

