

# CALL FOR PARTICIPATION

## “EARTH HOUR CHALLENGE”

Every year, we countdown across the globe to celebrate Earth Hour and take one iconic action: switching off the lights.

But it is so much more than that!

It is a symbol of unity. It is a symbol of hope.  
It is a symbol of power in collective action for nature.



# START CHANGING THE PLANET FOR THE BETTER!

Starting as a symbolic lights out event in Sydney in 2007, WWF's Earth Hour has grown to become the world's largest grassroots movement for the environment. It's been more successful than we ever imagined - inspiring individuals, communities, governments, businesses and organizations and reaching more than 188 countries and territories in 2019.

WWF is committed to reaching more people, helping them to understand why nature is so vital for their health, well-being and prosperity, and why we need urgent action. WWF- Myanmar will show our support for Earth Hour 2020 by initiating the first ever [Earth Hour Challenge](#).



# EARTH HOUR CHALLENGE 2020

This Earth Hour program aligns with the Myanmar Sustainable Development Plan (2018-2030), which has committed Myanmar to a climate-sensitive development pathway, and is complemented by the National Environmental Policy and Myanmar Climate Change Policy.

## OBJECTIVES

The Earth Hour Challenge asks businesses to propose an initiative which both protects nature and connects employees to nature.

## COMPETITION CATEGORIES

Your proposal can select any one or more of the following categories:

1. FOREST: e.g. tree planting, forest restoration, tree planting at watershed area, community forestry, etc.
2. WILDLIFE: e.g. wildlife conservation, habitat restoration, etc.
3. WATER: e.g. water pollution reduction, responsible fishing, water quantity and quality improvement, etc.
4. ENERGY: e.g. renewable energy, energy saving and efficiency, etc.
5. WASTE: e.g. waste management, plastic, recycle initiatives, etc.
6. CLIMATE: e.g. carbon emissions reduction, transportation methods, pollution reduction, etc.

## AWARD CATEGORIES

The judging panel will select FOUR winning entries:

- |                                    |                             |
|------------------------------------|-----------------------------|
| 1. Earth Hour Winner:              | “Earth Hour Champion”       |
| 2. Earth Hour (1st Runner Up):     | “Earth Hour: Brilliance”    |
| 3. Earth Hour (2nd Runner Up):     | “Earth Hour: Inspiration”   |
| 4. Earth Hour (Consolation Award): | “Earth Hour: Encouragement” |

The award winners will be supported with 6 months technical guidance to implement their initiative by WWF experts.

## COMPETITION STRUCTURE

The competition will include three stages;

- **STEP 1: Expression of Interest** -- The expression of interest must be sent by email to ([mm.media@wwf.org.mm](mailto:mm.media@wwf.org.mm)) (See Annex 1)
- **STEP 2: Proposal Submission** -- Develop the proposal and submit to ([mm.media@wwf.org.mm](mailto:mm.media@wwf.org.mm)) The proposal framework is stated in Annex 2.
- **STEP 3: Proposal Review phase** -- Judges will review the proposal and identify the winner. Selected winners will be awarded on 28 March 2020, at the main Earth Hour Event. All the competition participants will be invited on 28 March 2020.

# TIMELINE

The timeline of the competition is as follows:

## COMPETITION LAUNCH: DECEMBER 2019

The applicant team sends their expression of interest to WWF office and develop the proposal.

## CLOSING DATE: 29 FEBRUARY 2020

All applications should be submitted to: [mm.media@wwf.org.mm](mailto:mm.media@wwf.org.mm)

## SELECTION OF WINNERS: 20 MARCH 2020

Applicants will be assessed by a panel of experts against the selection criteria for the award, which includes:

- Positive impact on the environment and society, as well as the organizational capacities of the company
- Business sustainability and innovation initiatives could improve lives, build opportunities for communities, through preserving and respecting nature
- Shape unique and meaningful experiences for the company's supplier and business partners, while conveying how to be a responsible business practitioner
- Develop innovative responsible business practices
- Cutting pollution, waste and emissions
- Efforts on education, capacity building, and raising awareness of why nature matters

# TERMS AND CONDITIONS

- The competition is open to businesses, corporations and associations
- The applicant has developed or going to develop green initiatives within their respective company, which will be relevant to this competition
- The applicant showcases creativity and has a strong interest in the environment
- The expression of interest must be sent by email to WWF Myanmar
- All winners will require the consent of their offices to receive their prize. By accepting the prize, winner's organisation agrees and accepts the terms and conditions
- WWF may publish winning photographs both in print and online, including on its website, on its social media channels, and in other related communications channels
- The winning entrants may be invited to participate in publicity arising from this promotion
- Any personal details supplied will only be used to administer the competition and will not be published or provided to any third party without the explicit permission of the organisation
- WWF may use the group and/or individual name, image, and town or country of residence to announce the winner of this competition and for any other reasonable and related promotional purposes
- Entries may feature both in print and online, including on its website, on its social media channels, and in other related communications channels as part of the wider Earth Hour campaign
- Competition is limited to one entry per company. No entrant may win more than one prize
- Entries must be the original work of each entrant and not copied from any source
- Proposal must be received by the competition deadline. Key things the panel will be looking for are creativity and skills. The names of the judges are available on request
- The judges' decision is final and no correspondence will be entered into
- The winning photographs will also be displayed on the WWF website and social media
- The winners will be contacted by phone or email one week before 28 March 2020. The winners must claim their award within 14 days of the notification. If the winners cannot be contacted after reasonable further attempts have been made, WWF reserves the right to offer the prize to another entry selected in accordance with the promotion rules
- WWF reserves the right to cancel this competition or to substitute the prize for an alternative of equal or greater value without notice at any stage if it is deemed necessary, at the absolute discretion of WWF or where events beyond its control prevent proper administration of the competition.



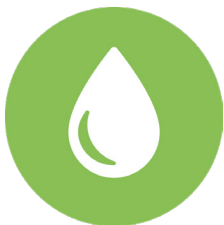
# WHY SHOULD I TAKE PART?

Here are a couple of reasons:



60% of companies in Myanmar are Food & Beverage (F&B) producers. Among them less than 5% have functioning wastewater treatment (27,113 registered factories nationwide). F&B companies in Myanmar are one of the largest consumers and polluters of water and energy.

Only 32% of Myanmar households have access to grid electricity, while the rest of the population either has no access or must rely on unreliable or badly maintained diesel micro-grids and small solar systems.



In Myanmar, it is estimated that 200 tons of waste enters our waterways every day.

The killing and smuggling of wildlife is undermining economies and ecosystems, fueling organized crime and feeding corruption and insecurity across Myanmar.



With only 45% of forest cover remaining, Myanmar suffers significant annual deforestation due to over-exploitation, illegal logging, shifting cultivation, governance and institutional issues, and expansion of urban and agricultural lands.

# WE NEED YOUR HELP

Climate change is real and our planet is in crisis.

We're destroying forests, choking the oceans with plastic, decimating wildlife population sizes, and causing devastating changes to the climate.

Wildlife population sizes have plummeted by 60% in less than 50 years.

More plastic than fish will be found in the sea by 2050.

We lose an area of forest the size of a football pitch every two seconds.

We are running out of time.

EARTH HOUR IS AN AMAZING OPPORTUNITY FOR YOU TO START  
CHANGING THE PLANET FOR THE BETTER!

## FOCAL CONTACT PERSON:

Ye Min Thwin ..... [YeMin.Thwin@wwf.org.mm](mailto:YeMin.Thwin@wwf.org.mm)

Kate Uesugi ..... [kate.uesugi@wwf.org.mm](mailto:kate.uesugi@wwf.org.mm)

Address: WWF Myanmar, 15C, Than Taman Street, Dagon Tsp, Yangon,  
Myanmar

Tel: +95 1229331

Further information: <http://www.wwf.org.mm/en/>





# HISTORY OF THE MOVEMENT

2007

The world's first Earth Hour in Sydney, Australia, saw more than 2.2 million people turn off their lights for one hour on 31 March to show a climate-sceptic government they care about climate change.

2010

Earth Hour brought a petition from one million people for climate action to the UN's COP15 climate conference in Copenhagen, symbolizing the growing demand by people to be heard on environmental issues.

2013

A 2,700 hectare Earth Hour forest was created in Uganda. Earth Hour was also the driving force behind the creation of Argentina's largest marine protected area -- the 3.4 million hectare Banco Namuncurá (Burdwood Bank) -- that tripled Argentinian waters under protection. Both demonstrated the power of the people to drive tangible change.

2018

In French Polynesia, Earth Hour garnered public pressure that led to 5 million square kilometres of its Exclusive Economic Zone in the South Pacific being classified as a Management Marine Area -- helping preserve vital marine ecosystems for present and future generation.

2009

Earth Hour broke all records for mass participation and was on its way to becoming the world's largest grassroots movement for the environment.

2012

As part of Earth Hour's I WILL IF YOU WILL campaign, a petition in Russia generated over 122,000 signatures and led to the protection of Russia's seas -- the first crowdsourced law to be inspired by Earth Hour.

2014

Following a successful Earth Hour campaign, the Galápagos Islands -- a UNESCO World Heritage site -- became the first province in Ecuador to ban plastic bags and other disposable packaging.

2019

Last year, we saw #EarthHour, #Connect2Earth, and related hashtags trend in 26 countries around the world. People from 188 countries and territories came together to speak up for nature, while thousands of landmarks around the world switched off.



## Letter of Expression of Interest: For Participation in the EARTH HOUR CHALLENGE

DATE:

TO BE SENT TO:

[mm.media@wwf.org.mm](mailto:mm.media@wwf.org.mm)

WWF-Myanmar

15C, Than Taman Street, Dagon Township, Yangon

Dear Ms. Kate Uesugi,

I, the undersigned, confirm on behalf of \_\_\_\_\_, our interest in becoming a participant in the upcoming EARTH HOUR CHALLENGE. We would like to be kept informed about any developments or changes made regarding the guidelines of the challenge. It should be noted that we are interested in writing and submitting a proposal and being considered for an award, which will be given and recognized during the Earth Hour event in 28 March, 2020.

Our proposal will address the following challenge:

- ☐ FOREST (tree planting, etc.)
- ☐ WILDLIFE (conservation, habitat restoration, etc.)
- ☐ WATER (pollution, fishing, water quantity and quality improvement, etc.)
- ☐ ENERGY (renewable energy, energy saving and efficiency, etc.)
- ☐ WASTE (waste management, plastic, etc.)
- ☐ CLIMATE (carbon emissions reduction, transportation methods, pollution reduction, etc.)

For future discussion, please use the contact listed below:

NAME:

DEPARTMENT/DESIGNATION:

ADDRESS:

TELEPHONE:

E-MAIL:

[Please include the contact details for the main point of contact for this application]

Name of signatory:

Designation:

Signature: \_\_\_\_\_



## EARTH HOUR CHALLENGE

### APPLICATION FORM

**DUE DATE: 29TH FEB 2020**

Applicable to a business, organisation or associations from small to large with a strong commitment to environmental issues. The business communities are participate to inspire and provide examples of good practice to others to raise awareness of environmental issues among its stakeholders and proactively benefit local community and environment.

Your proposal can select any one or more of the following categories:

- **FOREST:** tree planting, forest restoration, tree planting at watershed area, community forestry, etc.
- **WILDLIFE:** wildlife conservation, habitat restoration, etc.
- **WATER:** water pollution reduction, responsible fishing, water quantity and quality improvement, etc.
- **ENERGY:** renewable energy, energy saving and efficiency, etc.
- **WASTE:** waste management, plastic, recycle initiatives, etc.
- **CLIMATE:** carbon emissions reduction, transportation methods, pollution reduction, etc.

Please complement your answers with the suitable materials needed to show evidence and examples in separate documents (e.g. project documents, press reports, evaluations, photos, videos, etc.)

### 1.0 GENERAL DETAILS

Name of Business	
Address	
Contact name & Job Title	
Contact phone number	
Website or social media reference	
Years of operation	
Type of business (registered company, licensed business, etc.)	

## **2.0 Provide a short profile of your business (max. 300 words)**

(Please also include the business headquarters, business expansion in past, objectives, mission, vision, and CSR practices in the past)

## **3.0 Why nature matters to your Business? (max. 500 words)**

(Please explain why nature matters to your organisation and what are the impacts that you have experienced. In addition, how do you think nature and business are connected?)



**4.0 From the given 6 categories, which category will your company be focused?**

**Explain how your proposed initiative(s) will tackle relevant environmental issues. (max. 700 words)**

(Please ensure your initiatives demonstrate an awareness of environmental considerations and, where necessary, mitigation of any negative environmental effects -- including, for example, how will you communicate/educate others (employees, customers, suppliers, etc.))

**5.0 What are the environmental pressures do you foresee in the next 3-5 years for your business and others? What actions would you propose as a short or long term solution? (no word limitation)**

(Please explain how environmental issues directly impact your business, as well as proposed solutions such as; training staff, environmental policy safeguarding, etc. This is the key area of the proposal, hence, if the proposal is successful, WWF is willing to support technical coaching for 6 months)

**6.0    How will you measure and monitor your organisation's impact on the environment?  
What is the tangible impact of your work? (max. 500 words)**

**7.0    Are there any other details you would like to provide to support your application for the Earth Hour  
challenge?**

(This might include web links to articles about your organisation or anything else not covered by earlier questions)

Please email the completed application form and supporting documents for the Earth Hour Challenge by 29 February 2020, to: [mm.media@wwf.org.mm](mailto:mm.media@wwf.org.mm)

**FOCAL CONTACT PERSON:**

Ye Min Thwin ..... YeMin.Thwin@wwf.org.mm

Kate Uesugi ..... kate.uesugi@wwf.org.mm

Address: WWF Myanmar, 15C, Than Taman Street, Dagon Tsp, Yangon, Myanmar

Tel: +95 1229331

Further information: <http://www.wwf.org.mm/en/>