



WWF

TOOLKIT

2012



Conservation

Climate Change

Sustainability

WWF's Earth Hour 2012

8.30pm Saturday 31 March 2012

A guide for Eco-Congregations

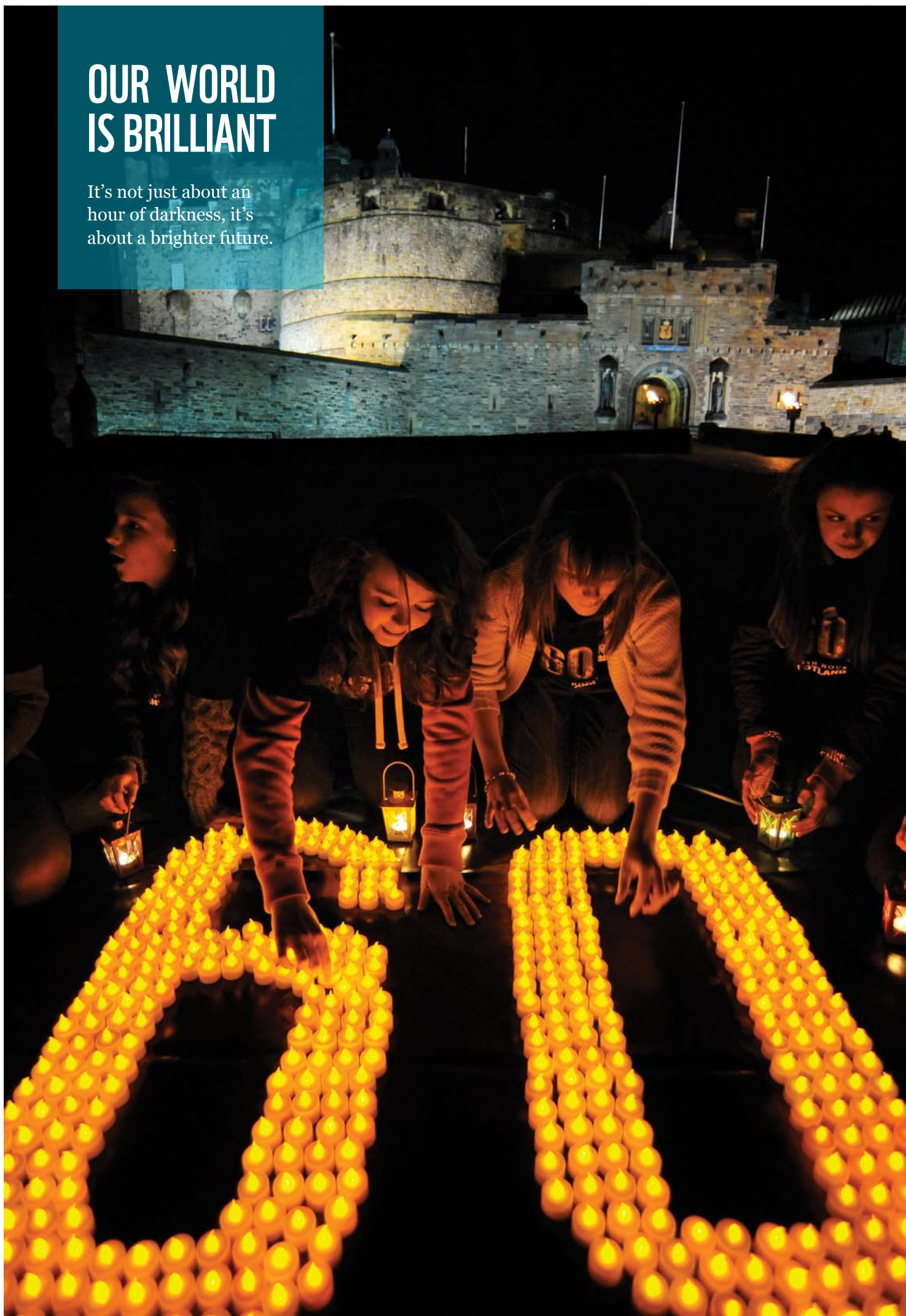


WWF'S
GLOBAL
EVENT



OUR WORLD IS BRILLIANT

It's not just about an
hour of darkness, it's
about a brighter future.



LIGHTS OUT! ON SATURDAY 31 MARCH AT 8.30PM FOR ONE HOUR

WWF's Earth Hour is a simple idea that's quickly turned into a global phenomenon. Hundreds of millions of people turning off their lights for one hour, on the same night, all across the planet.

But it's not to save an hour's electricity. It's something much bigger. WWF's Earth Hour is about people coming together to put the focus on this brilliant world we all share – and how we need to protect it. Not just for an hour a year, but every day.

WWF's Earth Hour started five years ago in Sydney, Australia. Over 2.2 million people turned off their lights to show they care about tackling climate change and protecting the natural world. Since then Earth Hour has become a global phenomenon. A record 1.8 billion people across 138 countries came together for Earth Hour in 2011.

Iconic landmarks have switched off and plunged into darkness across the globe – from Big Ben, and Edinburgh Castle to the Sydney Opera House and the Great Pyramids in Egypt.

Join the hundreds of millions switching off for a brighter future
Switch off your lights at 8.30pm on Saturday 31 March and get involved at wwfscotland.org.uk/earthhour

We hope this toolkit helps your congregation make Earth Hour 2012 a huge success in your area.

138
countries
came together
for Earth Hour
in 2011

© Wild Wonders of Europe / Ole Joergen Liodden / WWF



WHAT CAN CONGREGATIONS DO FOR EARTH HOUR

*“Compassionate and loving God,
you created the world for us all
to share, a world of beauty and
plenty. Create in us a desire to
live simply, so that our lives may
reflect your generosity.*

*Creator God, You gave us
responsibility for the earth,
a world of riches and delight.
Create in us a desire to live
sustainably, so that those who
follow after us may enjoy the
fruits of your creation.*

*God of peace and justice, You give
us the capacity to change, to bring
about a world that mirrors
your wisdom.*

*Create in us a desire to act in
solidarity, so that the pillars of
injustice crumble and those now
crushed are set free. Amen.”*

© **Linda Jones** / CAFOD

In Scotland, 2011 was our biggest and best Earth Hour yet. Scotland became the first country in the world to secure the support of 100 per cent of its cities and local authorities for Earth Hour.

Many major iconic buildings switched off, including Edinburgh Castle, the Falkirk Wheel, Kelvingrove Museum and the Scottish Parliament as did hundreds of local landmarks across the country. Earth Hour was supported by the Scottish Government, all five main political parties, almost 500 schools and 300 businesses, public bodies and other organisations including the Church of Scotland.

Your congregation can play a vital role in reducing carbon emissions and engaging with your community.

Switch Off: register your involvement online at **earthhour.wwf.org.uk/signup** and turn off the lights in your own home for one hour on 31 March 2012 at 8.30pm. Encourage friends, family and colleagues to get involved too.

Take Part: WWF's Earth Hour isn't simply an hour in the dark, it's a chance to celebrate our brilliant world. There are many ways your congregation could take part in Earth Hour:

- Hold a candlelit service for Earth Hour (see below for more details)
- Arrange for any lights in or on your church to switch off for Earth Hour
- Host a candlelit dinner party and make use of our handy dinner party guide
- Run an Earth Hour event such as a cake bake off, an Earth Hour quiz or a 'wear it bright' night, by digging out your brightest and most colourful clothes
- Plan a torchlight wildlife or stargazing walk to make the most of the hour of darkness

Whatever you decide to do make sure you let us know by adding your event to our interactive map at **earthhour.wwf.org.uk/map**.

Engage: spread the word and help demonstrate the support for action on climate change in your area by:

- Encouraging local community groups and other organisations to register and get involved
- Talking to local businesses and organisations to get the lights switched off on iconic or important buildings/structures in your area
- Make use of notice boards, newsletters and websites to engage members of the public and highlight your own support



© Maverick Agency



**WWF's Earth Hour isn't
simply an hour in the
dark; it's a chance
to celebrate our
brilliant world**

A message from Eco-Congregations

Eco-Congregation Scotland is an ecumenical charity helping church congregations link environmental issues to their Christian faith and encouraging them to take practical action in their church and community.

We provide:

- Support and advice on environmental issues
- Local networks of churches
- An awards scheme
- An annual meeting of eco-congregations
- An environmental audit for churches
- Written materials for study, worship and
- Practical action
- A website
- Regular newsletters
- Links with other organisations

We would like all churches to take part in Earth Hour (you don't need to be an eco-congregation) as a sign to the wider community that care for creation matters. Climate change is a justice issue - our misuse of natural resources has a much greater effect on poor people in developing countries than on us.

Even if your church buildings are usually closed on a Saturday evening, we'd like you to consider holding a short, candle-lit Earth Hour service . By promoting your service through local newspapers, newsletters, posters etc, you can make connections with new people and local organisations.

Check out Module 2 in the materials section of our website for ideas for services at **www.ecocongregationscotland.org**.

© Tommy Slack



IDEAS FOR EARTH HOUR 2012

“WWF’s Earth Hour has a unique ability to unite and empower people around the world. It gives everyone the chance to have some fun, to organise their own events, and at the same time be part of an incredibly powerful global message to world leaders of the concern we all share about climate change. We look forward to building on this year’s success in 2012.”

WWF Scotland’s Director, Dr Richard Dixon

Ideas and inspiration from WWF’s Earth Hour 2011:

© Baldernock



East Dunbartonshire

The community of Baldernock put on a ‘Powered Down Knees Up’ at their village hall. Two violinists from the BBC Scottish Symphony Orchestra played while villagers enjoyed homemade cakes and home made wine and beer

© WWF Scotland



Fife

Students at St Andrews University celebrated Earth Hour in style by holding a torch-lit procession through the town.

Over at the Fairmont Hotel in St Andrews, guests could choose from a glow-in-the-dark putting competition, a pedal-bike challenge, a special green menu in the Squire Restaurant or Earth Wind and Fire cocktails in the bar

© WWF Scotland



Falkirk Council and Falkirk BID

Falkirk Council supported its local Business Improvement District, BID, to run an event in Falkirk town centre on the night of Earth Hour. The event saw buildings and landmarks across the town switch off as well as a light display and reading of an original piece by author Alan Bissett. The Council switched off the street lighting for the event along with seven of its largest buildings and also did awareness raising of Earth Hour and climate change with staff and school pupils.

© WWF Scotland



Arbroath

For the last two years the Old & Abbey Church in Arbroath has celebrated Earth Hour with a concert and promoted it in their eco-congregation newsletter. This year they will be holding a candlelight event on the night of Earth Hour itself.

SUPPORT AND RESOURCES

For up to date information and access to resources, visit wwfscotland.org.uk/earthhour

On these pages you will find:

- The WWF Scotland Earth Hour video
- Online sign-up pages to use and promote
- Links to our handy dinner party guide and Earth Hour quiz materials plus other event ideas
- Promotional posters and materials to download and print
- Web banners and graphics for your own website and materials
- Updates of who is participating and what is happening on Earth Hour 2012 around Scotland
- A link to our online interactive map where you can add details of what you're doing for Earth Hour

© WWF Scotland/John Miliar



© WWF Scotland/Marta Franco



There will also be WWF Earth Hour communities on all of the main social sites on the web: Flickr, YouTube, Facebook, Twitter.

We hope this toolkit helps your congregation make Earth Hour 2012 a huge success in your area. Please contact us if you have any questions.

Contact:

WWF Scotland
Little Dunkeld
Dunkeld
Perthshire
PH8 0AD
earthhour@wwfscotland.org.uk
Tel 01350 728200

© Maverick Agency



Earth Hour in numbers

100%

support from Scottish
Local Authorities for
Earth Hour in 2011

72

iconic buildings
switched off
in Scotland

OVER 500

schools in Scotland
participated last year

1.8 billion

people came together
for Earth Hour in 2011



Why we are here

To stop the degradation of the planet's natural environment and
to build a future in which humans live in harmony with nature.

wwfscotland.org.uk