

EARTH HOUR 2016 REPORT



Introduction

The world is at a climate crossroads. Our actions today will define what tomorrow will look like for generations to come and every one of us - individuals, organizations, companies and governments - must be a part of the climate action our planet urgently needs.

As WWF's mass engagement platform for climate change, Earth Hour bridges the gap between policy and grassroots to make climate action understandable, relatable and accessible to all. It inspires and empowers millions around the world to make the switch from passive bystanders to active participants in global efforts to fight climate change.

Since 2007, WWF's Earth Hour has been the force behind numerous environmental outcomes including helping to drive legislative changes, promoting individual actions to protect forests, oceans and wildlife, encouraging sustainable behaviour and lifestyles, and helping spark global awareness and momentum on climate. Celebrating its tenth signature lights out event in 2016, the movement's enduring appeal stands testament to our collective ambition to #ChangeClimateChange.

**THIS EARTH HOUR,
SHINE A LIGHT
ON CLIMATE ACTION.**

Switch off your light and switch on your
social power at earthhour.org

60+
EARTH HOUR

**#ChangeClimateChange
EARTH HOUR.ORG
19 MAR 2016 | 8:30 PM**



Our Movement



© Keith Diamond / WWF-Australia - Sydney Opera House, Australia 2016

WWF's Earth Hour started as an idea intending to unite Sydney-siders to take a stand for climate action in 2007.

In the nine years since, the event has grown to become the world's largest grassroots movement for the environment, empowering millions to take action to change climate change.

From one city, Earth Hour has spread to 178 countries and territories, standing testament to the role people play in climate action. The movement has helped power millions of individual actions to help change climate change, inspire policy-level change in companies and countries, and successfully harnessed the power of the crowd to make a lasting difference. Earth Hour ensures each and every one of us plays our part in creating a better future for our planet and generations to come.

- 2007** **1 City**
Earth Hour was celebrated for the first time by 2.2 million people in Sydney, Australia.
- 2009** **88 Countries & Territories**
In 2009, Earth Hour broke all records of mass participation, becoming the world's largest grassroots movement for the environment.
- 2011** **135 Countries & Territories**
The 'Plus' sign was incorporated into the Earth Hour logo to signify the campaign's evolution beyond the hour.
- 2012** **152 Countries & Territories**
Using Earth Hour's I WILL IF YOU WILL campaign, WWF-Russia and various celebrities created a challenge for their citizens to add their voice to a petition to better protect the country's seas from oil pollution. More than 122,000 signatures were generated and the law to protect Russia's seas was successfully passed in the Parliament later in the year as Earth Hour's first crowdsourced legislative outcome for the environment.
- 2014** **162 Countries & Territories**
Earth Hour launched 'Earth Hour Blue' - a new digital crowdfunding and crowdsourcing platform for the planet - to mobilise support for conservation and sustainable development projects around the world. This marked Earth Hour's evolution from an annual event to a global movement empowering communities and people to achieve tangible impacts for the environment.
- 2016** **178 Countries & Territories**

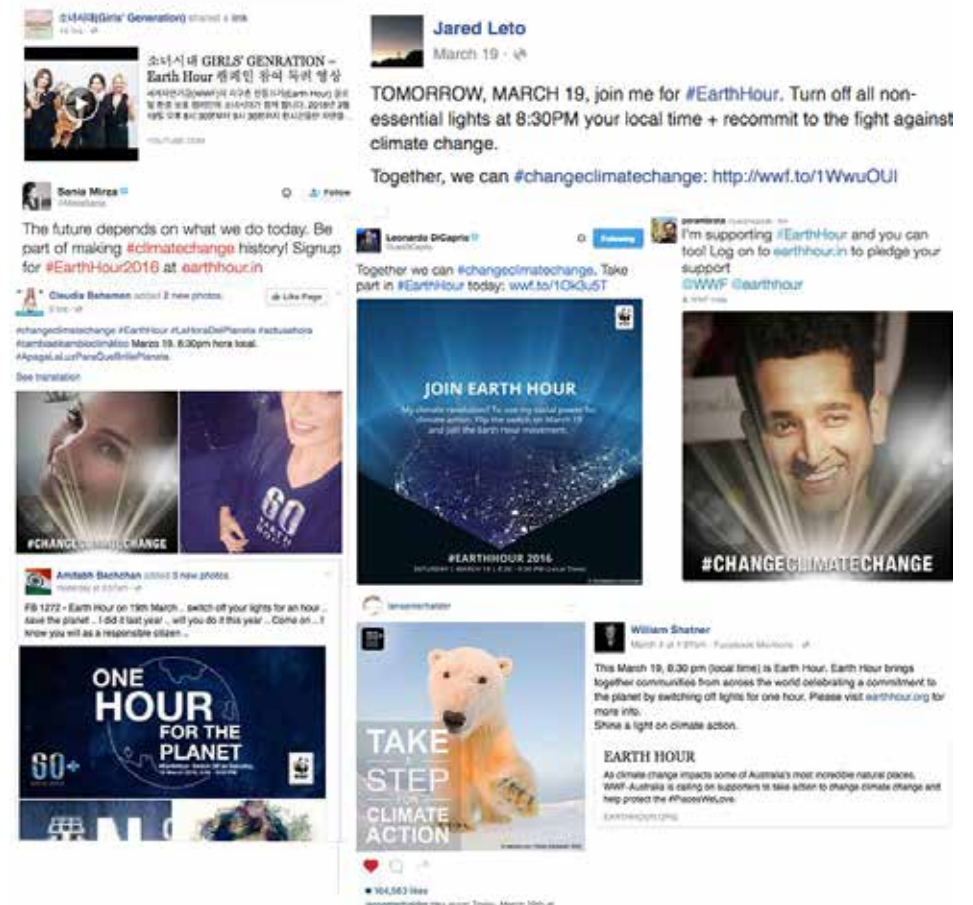


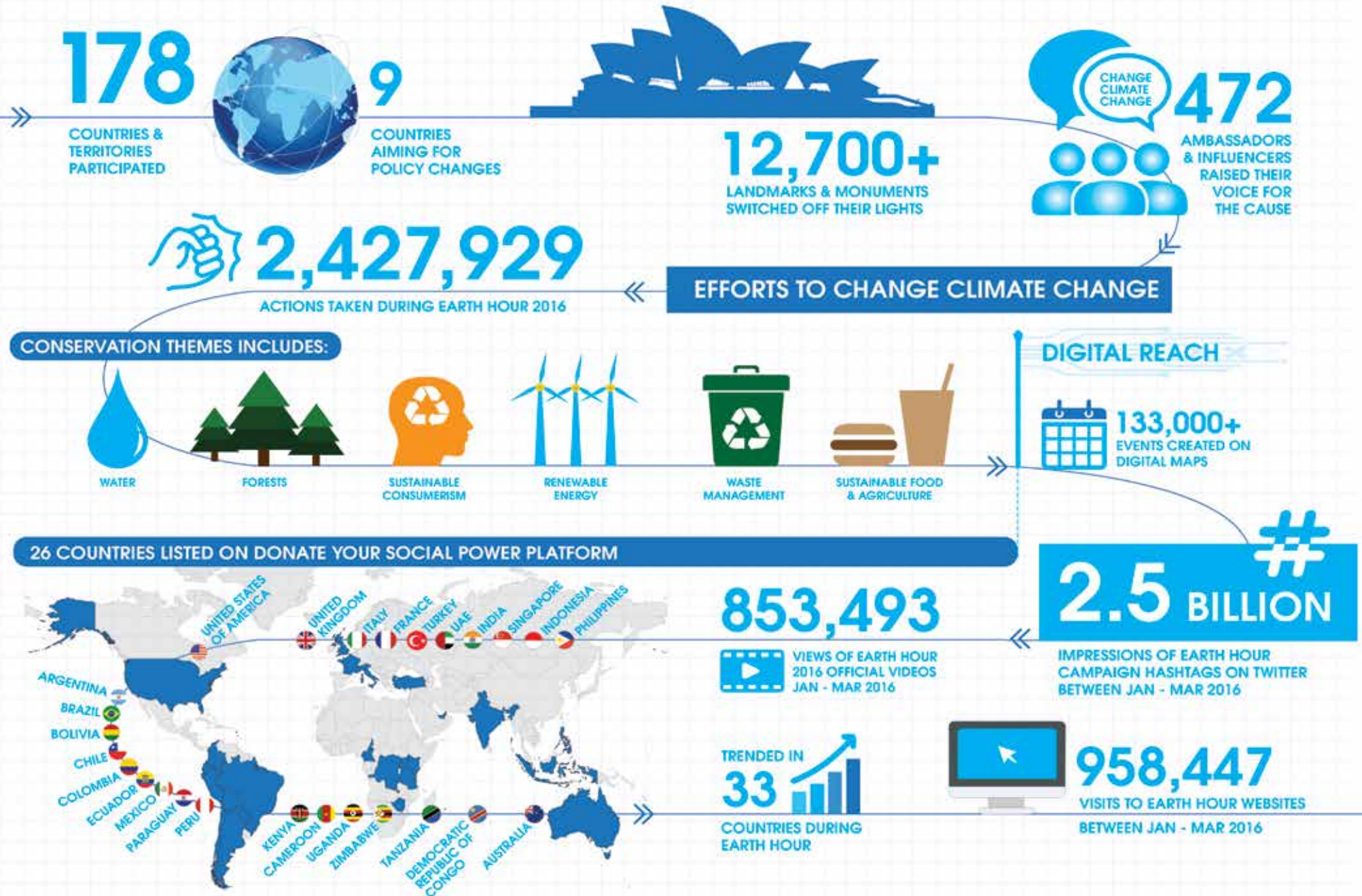
Earth Hour 2016

The Paris Agreement marked the first step toward the climate action our planet needs today. 2015 was both the year the world celebrated the first universal climate deal and learnt that we had also set a new record for highest global average temperatures. As people and nations around the world experience the impacts of climate change more than ever, our planet needs unprecedented momentum on climate action and it starts with each of us.

On Saturday 19 March, Earth Hour 2016 was celebrated in a record-breaking 178 countries and territories across seven continents and aboard the International Space Station, serving as a strong visual reminder of the globe's determination to tackle our planet's biggest environmental challenge yet.

As skylines dimmed, millions united to shine a light on climate action sending a resounding message: this is our time to [#ChangeClimateChange](#).





Earth Hour & Climate Action

No one causes climate change in isolation and no one can tackle it alone. Changing climate change requires innovation in ambition, vision and collaboration and it starts with each of us.

From living rooms to boardrooms and conference rooms, climate action needs to be on top of our agenda, for ourselves and our future generations. Together, we can decide the world generations to come will live in. From helping shape climate-friendly policies to powering the transition to renewables and protecting our forests and wildlife from the worst impacts of climate change, Earth Hour empowers every individual and communities worldwide to be a part of the future we desire and that our children truly deserve.



© National Geographic Stock / Sarah Leen / WWF

Powering The Shift To Renewables

A transition to clean, green renewable energy is one of the cornerstones of building a climate-safe future. In 2016, teams around the world used Earth Hour to encourage people and the grassroots to power this much-needed shift in our current energy paradigm.

From Scotland to Uganda, people and leaders were invited to deliver on their country's vision and potential to boost renewables. In Cambodia and Myanmar, teams organized exhibitions to connect renewable energy suppliers to buyers while communities in Tanzania went a step further by bringing renewable energy themselves to a dispensary in the Temeke Municipality.

If WWF's groundbreaking energy study – The Energy Report – shows us how a 100 per cent renewable future by 2050 is within our reach, Earth Hour reminds us of the power of individual actions toward achieving this vision.



© Simon de TREY-WHITE / WWF-UK

Protecting Forests & Biodiversity

Forests play an irrefutable role in changing climate change, so much so that they are explicitly mentioned in Article 5 of the Paris Agreement. Building a climate-safe future requires us to act today to protect these important carbon sinks against massive degradation and deforestation- one tree, one action at a time.

From helping restore hundreds of hectares of damaged forest cover in Georgia to using social media to encourage people in Australia to take a stand for the World Heritage forests of Tasmania and other #PlacesWeLove, Earth Hour 2016 united thousands to come forward to protect our planet's magnificent forests. As more than 250,000 trees were planted around the world, peoples' actions showed us once again that together, we can plant the seeds of a better future for one and for all.



© Jorge Sierra / WWF - Madrid, Spain

Bridging People & Policy

While people are on the frontlines of climate change, they are also our first line of defense. From making everyday changes that add up to a large collective impact to being the force that drives monumental change, Earth Hour shows us what the grassroots can help achieve. And this has never been as critical as now.

As the world stepped into a new era of climate action following the historic COP21 climate summit in Paris, WWF teams used Earth Hour 2016 to urge governments to keep the momentum going.

In Spain, WWF's Earth Hour campaign called on citizens to help gather 50,000 signatures to urge the government to phase out fossil fuels and transition to renewables to meet its commitments under the Paris Agreement while in India, the team aimed to replicate the prime minister's ambitious International Alliance for Solar Power at the grassroots and make renewable energy a reality for homes and offices.



Promoting Sustainable Lifestyles

Around the world as the impacts of climate change continue to accelerate, teams in countries like the UK, Finland, Russia, Ecuador, China and the Philippines also used Earth Hour 2016 to create awareness on how our individual actions and choices, be it in energy consumption, food or use of transport, can contribute to both the causes and solutions.

In the Philippines for example, ranked as the third most vulnerable country to climate change, as WWF continues to work with the government, companies and civil society to promote climate change mitigation and adaptation on the ground, the team called on all Earth Hour supporters to pledge to switch to a low-carbon lifestyle and support efforts to change climate change.

In the UK, WWF teamed up again with top restaurants and chefs to create sustainable food recipes and menus to inspire people to celebrate the planet 'on their plate'. Supporters were also invited to measure their carbon footprint and share sustainable lifestyle tips on social media to spread the word.



Uniting Citizens & Countries

Climate change is one of the strongest manifestations of the interconnected world we live in today. It transcends physical boundaries and thus efforts to change climate change must know no borders, similar to the regional Earth Hour campaigns we saw in 2016. For the first time, WWF teams in Southeast Asia, Africa and Latin America, joined forces to unite their citizens and countries to tackle regional climate issues.

In Southeast Asia, teams came together to urge citizens, businesses and governments to commit toward protecting Indonesia's carbon-rich peatlands, the illegal burning of which contributes to the region's persistent haze crisis.

In Africa, a continent on the frontlines of climate change, WWF teams used Earth Hour 2016 to highlight the potential of people and communities to change climate change through greater awareness, protection of forests and access to renewable energy.

In South and Central America, home to remarkable biodiversity, people in nine countries raised their voice through a regional crowdsourcing campaign to share what climate change means to them and take a stand for the local climate issue they cared about the most.

With each petition signed, pledge shared and on ground action taken, the Earth Hour 2016 regional campaigns showed us that together we can change climate change.

South and Central America: Regional Campaign



People across nine countries came together to raise their voice on what climate change means for them, their homes and wildlife, providing a rare glimpse into how personal climate change is and can be.

Spain

Citizens were urged to help WWF-Spain collect 50,000 signatures to phase out fossil fuels and transition to renewables.

United Kingdom

WWF-UK teamed up with top restaurants and chefs to create sustainable food menus and inspire people to celebrate the planet 'on their plate'.

China

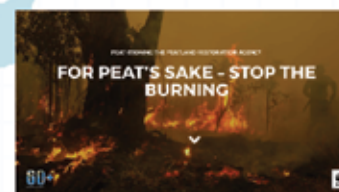
Taking on the topical issue of air pollution, WWF-China ran a campaign to build awareness on the impact of individuals and our daily habits on air quality, partnering with companies to provide sustainable consumer choices to people to encourage them to be a part of the solution.

'Together for Mama Africa' Regional Campaign



From school education initiatives to create a new generation of environmental leaders to campaigns to protect forests and promote access to renewables, WWF teams in six African countries ran a two-month campaign to shine a light on Africa's potential to make climate change history.

Southeast Asia Regional Campaign



Citizens, businesses and governments were urged to commit toward protecting Indonesia's carbon-rich peatlands.

Australia



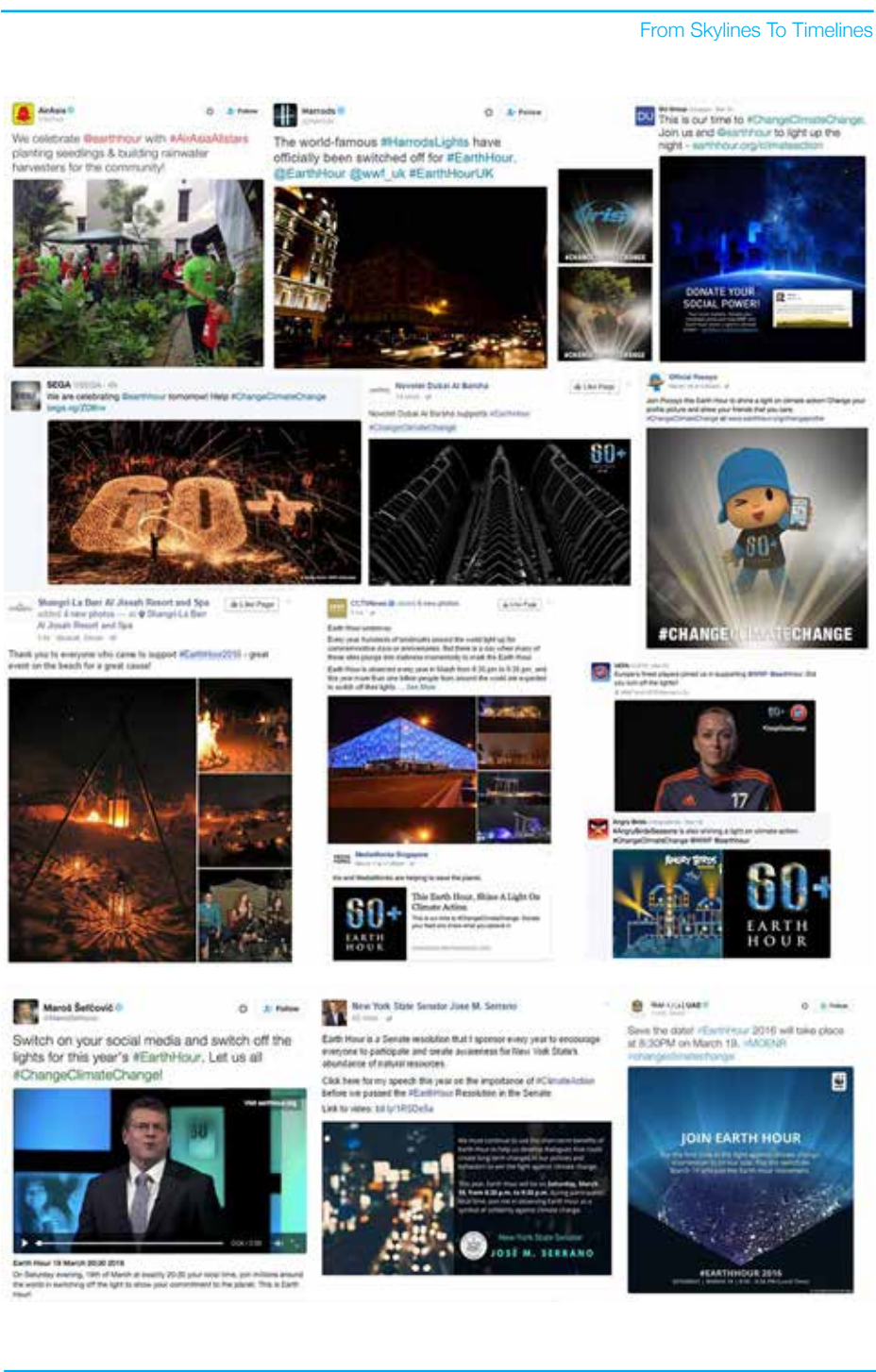
With the country's natural wonders already witnessing the impacts of climate change, WWF-Australia invited individuals and communities to take a stand for the #PlacesWeLove such as the Great Barrier Reef and World Heritage forests of Tasmania.

From Skylines To Timelines

In 2016, in recognition of the interconnected world we live in today thanks to social media and the crosscutting nature of climate change itself, Earth Hour aimed to move the movement for climate action from skylines to timelines. The movement encouraged people to not only support climate projects as in previous years, but also help in spreading the word by 'donating their social power' and taking a stand against climate change on their own personal landmark- their Facebook and Twitter accounts.

Supporters were invited to ‘shine a light on climate action’ by donating their Facebook wall to Earth Hour and allowing WWF and Earth Hour to post climate-related messages on their wall in the lead up to Earth Hour. Choosing either global or localized posts from 26 countries in eight languages, they could invite friends and followers to discover the most pressing climate issues facing people and biodiversity in their country or region and join efforts to change climate change by helping protect forests and wildlife, promoting access to climate education and renewable energy amongst others. In addition, they could also change their profile picture to take a stand for climate action. With social media being almost as accessible today as the light switch was nine years ago, this symbolic gesture was seen as the digital equivalent of lights out, the next step in Earth Hour’s evolution as the world’s largest grassroots movement for the environment, inspiring and mobilizing people to take a stand for the cause of climate action in a deeply personal and powerful way.

Supporters were invited to ‘shine a light on climate action’ by donating their Facebook wall to Earth Hour and allowing WWF and Earth Hour to post climate-related messages on their wall in the lead up to Earth Hour. Choosing either global or localized posts from 26 countries in eight languages, they could invite friends and followers to discover the most pressing climate issues facing people and biodiversity in their country or region and join efforts to change climate change by helping protect forests and wildlife, promoting access to climate education and renewable energy amongst others. In addition, they could also change their profile picture to take a stand for climate action. With social media being almost as accessible today as the light switch was nine years ago, this symbolic gesture was seen as the digital equivalent of lights out, the next step in Earth Hour’s evolution as the world’s largest grassroots movement for the environment, inspiring and mobilizing people to take a stand for the cause of climate action in a deeply personal and powerful way.



PR Highlights

TEDxNUS Talk

Sid Das, Executive Director at Earth Hour Global, was invited to speak about the role of individuals in climate action and the 'Tipping Point' for our climate.

Media Coverage

Over 17,000 pieces of media coverage worldwide including in countries such as the UK, US, Russia, France, China and India in the run up to and during Earth Hour.

Global Press Coverage

Global press coverage across major wires - AFP, Associated Press, Reuters and Xinhua - and major international media including BBC, CNBC, The New York Times, TIME Magazine, The Guardian, Huffington Post and many more.



Digital Highlights

Website Visits

Close to 1 million website visits from January to March 2016, of which 314,000+ recorded 'On The Night'.

Corporate Sign Ups

More than 1,200 corporate sign-ups for Earth Hour on the global platform between January - March 2016.

Social Media

More than 2.2 million followers across Facebook, Twitter, Instagram, LinkedIn, Google Plus and more.

Trended

Earth Hour trended in 33 countries on the night!

Campaign Impressions

2.5 billion impressions of official campaign hashtags between January - March 2016.

Support

From high-profile personalities such as Gisele Bündchen, Ian Somerhalder, Andy Murray, Leonardo DiCaprio, Jared Leto, Amitabh Bachchan, astronaut Tim Peake and many more.

Events

Over 133,000 Earth Hour events created on digital maps.

Facebook - Donate Your Social Power

As part of the 'Donate Your Social Power' campaign, individuals across the world helped to raise greater awareness on the need for urgent climate action by donating their Facebook feeds. Over 20,400 Facebook feeds were donated, leading to a potential social reach of 18.7 million! In addition, more than 28,300 individuals showed their support to #ChangeClimateChange by lighting up their social profiles.

Brand & Marketing Highlights

Given Earth Hour's focus on making climate change relatable to all, teams were also encouraged to adapt the global 'Shine A Light on Climate Action' template to put the spotlight on the most pressing local climate issue in their country or region.

Whether it was peatlands in Southeast Asia or solar power in India and wildlife habitats in South and Central America, for the first time, teams were not only able to create different language versions but also showcase visuals that struck a local connect with their audiences and showed them in a simple yet powerful manner how climate action begins with each of us. All brand and marketing materials were provided in different language versions, including versions in Arabic, French, Spanish and Chinese (traditional & simplified). Country teams also translated marketing collateral into local languages such as Korean, Bahasa and Portuguese, amongst others.

Localized Adaptations



Pro-Bono Advertisements

Awareness is the first step toward engagement and as the Earth Hour community grows, we recognize the role of our partners and supporters in reaching and engaging new audiences. In 2016, as in previous years, Starcom MediaVest once again provided their expertise and resources to secure strategic pro-bono media spaces across print, online and outdoor channels. From the iconic billboards of Times Square to screenings across global broadcast networks, Starcom MediaVest and our other pro-bono ad partners such as RTL CBS Asia, Outdoor Channel, Bloomberg and many more helped us deliver the highest level of consumer awareness and 'shine a light on climate action'.

Together, with the support of WWF teams and media partners worldwide, the total value of pro-bono ad spaces secured for Earth Hour 2016 surpassed USD 29.8 million.



Campaign Videos

UN Secretary-General Ban Ki-moon called climate change 'a people problem' and yet with most of the talk about climate change being centered on data, science and policy, it is difficult for people to feel impacted and involved in climate action. This year, as Earth Hour 2016 attempted to shine a light on climate action, we decided to use the powerful medium of visual storytelling to highlight just how personal climate change can be.

From the widely-acclaimed 'The Future Starts Today' video created in collaboration with iris Worldwide to the heartwarming 'Their Future' production filmed impromptu with students at the Stamford American International School, Singapore, the Earth Hour 2016 videos showed individuals how our actions today will shape the lives of our children and generations to come in the years ahead.

Each video, in its own unique way, reiterated the role individuals play in climate change as well as climate solutions, illustrating why together we can and must change climate change.



Earth Hour 2016 At A Glance
ehour.me/EH16HighlightsFinal



Ban Ki Moon Shines A Light On Climate Action
ehour.me/EH-UNSG



Illustrating Earth Hour's Story
ehour.me/EH-Animation



The Future Starts Today
ehour.me/FutureStartsToday



Their Future: Earth Hour 2016
ehour.me/TheirFuture

Partners & Supporters

Every year, Earth Hour brings together businesses and organizations eager to do their part to change climate change. From running mass awareness campaigns to inspiring their staff and customers to join the movement, our partners and supporters play a critical role in growing the Earth Hour community. In 2016, our partners and supporters included:



iris Worldwide: As Earth Hour's official creative partner, the iris team in Singapore helped our team in creating a compelling campaign that delivered our message globally, raised awareness of the movement and sparked conversations and action to change climate change.



DU Battery Saver: A corporate partner of WWF, DU Battery Saver once again helped inspire millions to join the Earth Hour movement through an interactive game and awareness video that garnered over 11 million views on YouTube.



Zinkia Entertainment: An Earth Hour 'Kid's Ambassador' since 2010, popular cartoon toddler Pocoyo and his group of friends once again invited viewers and their families to shine a light on climate action and help create a climate-safe future with Earth Hour.

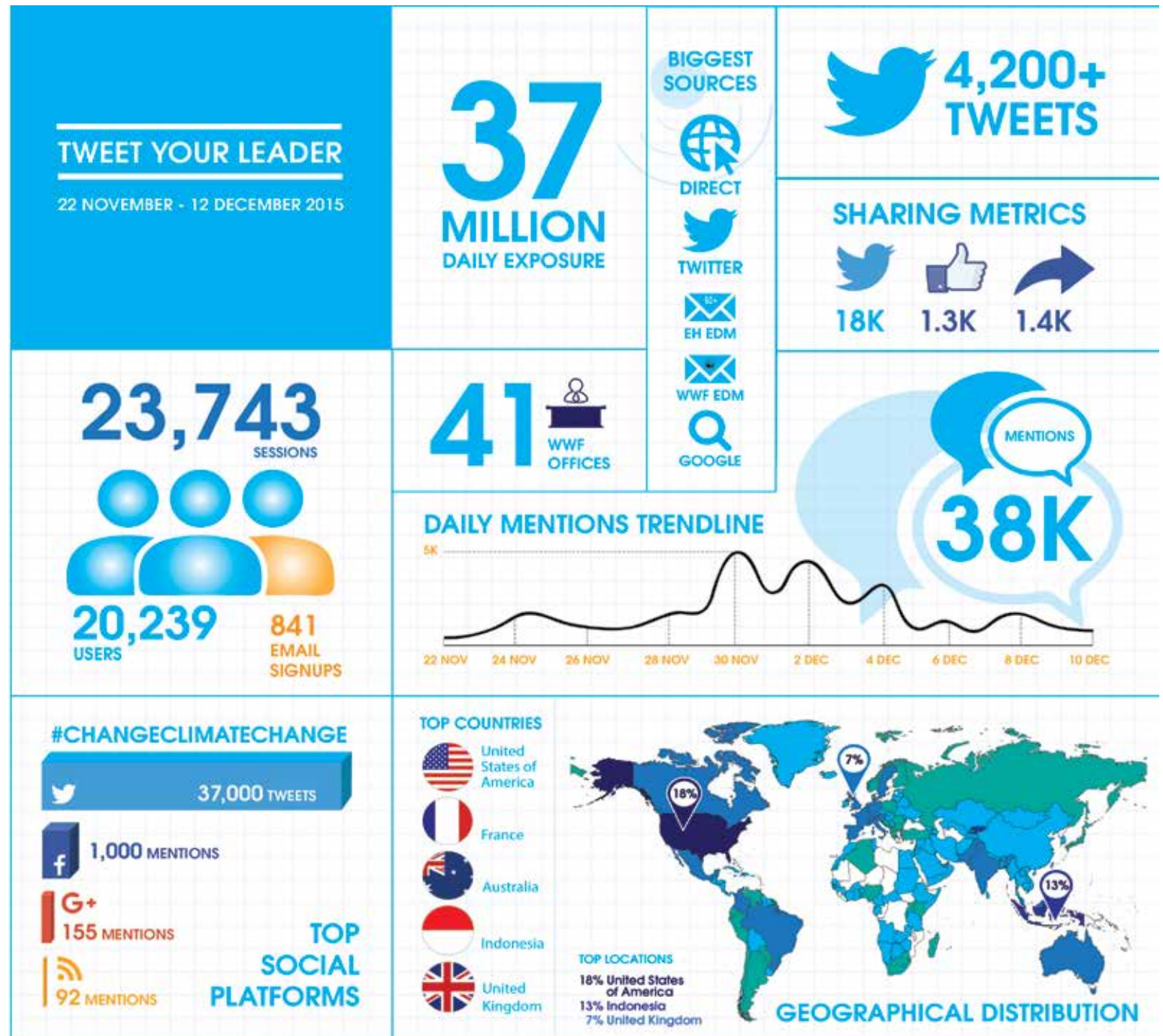
UEFA, Rovio Entertainment Ltd., SEGA, Climate Reality, United Nations (UN) & UN Secretary General Ban Ki-moon and many more also showed their support on digital media, helping encourage more people to join the movement.

Global Climate Efforts

As the world's leading conservation organization, WWF is on the frontlines of global efforts on climate. It serves as policy advisor, technical expert and civil society representative to governments and at international conferences such as the Conference of Parties (COP) process under the United Nations Framework Convention on Climate Change (UNFCCC).

At the historic COP21 climate summit in Paris in December 2015, as the WWF delegation worked with cities, corporates and governments to deliver the world's first universal climate deal, Earth Hour led a network-wide campaign to connect people to the decision-makers through the 'Tweet Your Leader' platform.

In the lead-up to and during the 15-day conference, people around the world sent over 4,200 tweets to government leaders to urge them to make climate change history.



'Just One' Hotels Programme

At Earth Hour, we believe that climate action can start anywhere, even when you are miles away from home. Which is why, in 2016, we launched the 'Just One' hotels programme where every night one spends away from home can help protect 'home' for people and wildlife around the world- our incredible planet.

An innovative partnership with the world's leading hotel and hospitality names such as Frasers Hospitality and The Venetian Macao Resort Hotel, the 'Just One' hotels programme invites guests to help WWF and Earth Hour to change climate change- one night at a time. For every night a guest spends at a participating hotel, they can ask the property to include estimated USD1 to the total bill and contribute to WWF's efforts to build a brighter, climate-safe future for our planet.

From educating environmental leaders of tomorrow in Singapore to protecting the incredible natural wonders of Australia and helping grow the Earth Hour movement, each contribution goes a long way in making a difference.

We have teamed up with WWF's Earth Hour to do our part to protect the planet for generations to come. For every night you stay with us, your donation of SGD\$1 will support WWF-Singapore's Education programme to create the environmental leaders of tomorrow.



JUST ONE

to save the planet



Meet The Team



**SUDHANSHU
SARRONWALA**

Chair,
Earth Hour Global



SID DAS

Executive Director



BONNIE CHIA

Director,
Brand & Marketing



EMILY WALKER

Director, Business
Development



RACHEL YAU

Manager,
Brand & Marketing



IRIS YEO

Assistant Manager,
Partnerships



**UMMI KALSOM
HAMIS**

Assistant Manager,
Finance and
Administration



RUCHA NAWARE

Manager,
Communications



**AANCHAL
MEHTA**

Manager, Internal
Communications



**VANESSA LIM
SINGH**

Assistant Manager,
Digital
Communications



**SNEHA
SUBRAMANIAN**

Assistant Manager,
Internal
Communications



(Clockwise from top left):
**PHOEBE LIM, GLADYS NG, RASHYR
PEREZ RAMANATHAN, SUMMER
ONG, ELOISE HO, LIANG LEI, KWOK
MENG KEI**

Interns

Earth Hour is the world's largest grassroots movement for the environment, coordinated by the Earth Hour Global team based in Singapore. This massive global effort would not be possible without our staff, volunteers and interns, and we would like to thank every WWF office and country team for their contribution to Earth Hour.

Notes

