

How Your Hotel Can Join The Earth Hour Movement

Earth Hour is a worldwide grassroots movement by WWF uniting people to take action for the planet. Since 2007, the movement has inspired hundreds of millions of individuals and organizations in more than 7,000 cities and towns in over 175 countries and territories. This year, Earth Hour falls **on 25th March 2017 at 8:30pm (local time)**.

We are thrilled that you want to join the Earth Hour movement and are excited to share with you the many things that can be done to celebrate this momentous occasion and make a difference for our planet.

Together, let's shine a light on climate action and do our part to change climate change.

Earth Hour in 4 Easy Steps

Switch off your
lights during
Earth Hour

Host an event
for your guests
and staff

Register your
event at Earth
Hour website &
promote your
participation

Go beyond the
hour



Step 1 – Switch off your lights during Earth Hour

Switch off your façade, signage and non-essential lighting as well as dim the lights in public areas, restaurants and exterior spaces. Go further and use Earth Hour to engage different teams in your hotel to take action such as:

- Increasing chiller temperatures by 1 or 2 degrees
- Turning up air-con/turning down heating
- Switching off non-critical music in lounges and restaurants
- Encouraging guests to re-use towels and linens
- Housekeeping not turning on lights during turndown

Step 2 – Host an Earth Hour event for guests and staff

Earth Hour is a groundbreaking movement completely powered by you - your ideas, interests and actions. For inspiration take a look at the ideas below or head over to the Earth Hour Tracker (www.earthhour.org/tracker) to explore events that are being held by other like-minded organizations around the world.

- Encourage staff and guests to donate their social feed to shine a light on climate action and invite their friends to join them in making climate change history (www.earthhour.org/climateaction)
- Encourage guests to gather together and celebrate counting down to a lights out ceremony by offering discounted/complimentary canapés and drinks
- Arrange children's lantern-making classes finishing with a lantern night walk
- Organize a glow-in-the-dark dance performance
- Offer guests the opportunity to dine by candlelight
- Create a special 'Earth Hour' menu featuring local organic and sustainable produce cooked with energy saving methods
- Hold a 'electricity-free cocktail party' or create special Earth Hour themed cocktails in your bars and lounges

- Install a pledge board in the lobby for guests to record their actions or create a digital one via Facebook
- Plan a live unplugged 'jazz in the dark' music night
- For hotels by the beach, hold a beach clean-up followed by a bonfire party with an acoustic band
- Run a special 'Earth Hour Weekend' promotion where guests will receive an environmentally-friendly gift such as a wind-up torch

The local WWF office in your country can provide you with information on what is happening nearby. To contact your nearest WWF office, visit (www.earthhour.org/earth-hour-around-world) for more details.

Why not use your event to raise money to grow the Earth Hour movement even further and create tangible changes across the world? Visit (www.earthhour.org/donate) to make a difference.

Here are some simple and easy fundraising ideas:

- Incentivize guests to participate in your hotel towel reuse programme e.g. your hotel makes a donation to Earth Hour for each guests that re-uses their towels
- Offer guests the opportunity to round-up their food/drinks bills and donate the change to Earth Hour
- Sponsor a beach clean-up – your hotel makes a donation for every item of litter collected
- Give guests the opportunity to make a small donation to enjoy an Earth Hour event you are hosting, e.g. suggest guests make a donation to join in with a children's lantern making class

If there is a local programme that you are interested in supporting then please contact your local WWF office at (www.earthhour.org/earth-hour-around-world)

Step 3 – Register your event at Earth Hour website & promote your participation

We would love for you to share your Earth Hour event with us and the rest of the world, and inspire even more people to use their power to change climate change. Here is how you can celebrate your involvement:

1. Create an event on the **Earth Hour Tracker** at (www.earthhour.org/tracker) to be part of a global virtual community taking action to protect the planet. If you are planning a regional or international event then please let the Earth Hour Global team know - please contact Iris Yeo at (iris@earthhour.org) to discuss how ways of working collaboratively together.

2. Download the **Earth Hour starter kit** (www.earthhour.org/earth-hour-starter-kit) and use the collateral (Earth Hour poster, logos, web banners, official video etc.) to promote your event and reach out to even more participants.

Here are some simple ways for you to generate maximum publicity for your event amongst your guests, staff and the local community. The more people that get involved, the bigger the impact we can create for our planet:

- Encourage guest participation through in-room guest letters and posters/electronic signboards in public spaces
- Inform each guest on check-in
- Share the event via your own social media channels and link to the Earth Hour website. You can also like our page on [Facebook](#), [Twitter](#), [Google+](#), [Instagram](#) or [Tumblr](#) for live updates and to get more ideas on how to get involved
- Start counting down to Earth Hour via Facebook and Twitter
- Cascade messages through team member briefing

Step 4 – Go beyond the hour

Join the growing number of companies and organizations going beyond the hour. It is only through sustained commitment that together we can create long-lasting and tangible environmental outcomes.

Donate Your Social Power

This Earth Hour, encourage your employees, guests and followers to join you in taking action to #ChangeClimateChange by donating their Facebook feed to Earth Hour on **Earth Hour Tracker** at (www.earthhour.org/tracker)

All it takes is two simple steps:

1. Send an email to your employees asking them to join you in your commitment for the planet.
2. Share the Earth Hour Donate Your Feed (DYF) campaign on your intranet, email and social channels to invite followers to be a part of climate action.

In a few clicks, your staff, clients and followers can lend their voices to the planet and inspire their friends and family to join them in making climate change history. They can also get an Earth Hour filter for their profile picture to show they care. Click on this (<http://panda.org/ehguidevideo>) to find out how.

This year, you can also share your commitment to Earth Hour and the planet by donating your own company/brand page feed to shine a light on climate action. All you need to do is visit (www.earthhour.org/climateaction) and sign in with your Facebook account. Once you are logged in, you will be prompted to select your company page and preview the posts that will go out on your timeline between **22 and 25 March 2017**. In addition, you can get a fantastic Earth Hour-themed filter for your profile picture too!

Showing your commitment to the planet to your supporters online has never been easier- donate your feed today.

This is our time to **#ChangeClimateChange**.

Take Action Now

Visit our 'Take Action' webpage at (www.earthhour.org/takeaction) for ideas on how you and your guests can take simple actions to create real impact by supporting projects provide innovative, people-driven solutions to local climate challenges.

Or join the growing number of hotels around the world who are now doing Earth Hour every month. Pledge to turn off non-essential lighting at 8:30p.m. on every first Tuesday of the month.

Global Strategic Partnership

The Earth Hour Global Team can work with you to create strategic campaigns that inspire your guests and employees around the world and help to take Earth Hour messages to an international audience. Engaging and motivating people worldwide to take action are at the heart of what we do. Take a look at some of our partners who have played a major role in making Earth Hour the biggest grassroots environmental movement in history at (www.earthhour.org/our-partners).

To make it easy for you to take action beyond the hour, we have introduced an exciting WWF Earth Hour programme called **Just One**. It has been specifically designed to meet the needs of the hotel industry. Just One will engage your guests all-year-round to create positive change for the planet both in their backyard and around the world. It allows association of your hotels with the highly recognized brands of Earth Hour and WWF and provides you with a powerful platform to communicate your support for Earth Hour and also a tangible on-the-ground project.



To find out more about Just One or the many other ways that we can work strategically with you to take your brand and sustainability story to even more people, please get in touch with Iris Yeo at (iris@earthhour.org).