

# Earth Hour 2013 Event Toolkit



# What is Earth Hour?

Earth Hour is a simple idea that has quickly turned into a global phenomenon. Hundreds of millions of people turning off their lights for one hour, on the same night, across the globe to show their commitment to creating a more sustainable planet.

## On the night of Earth Hour 2013 – Saturday, 23 March

All over Australia, councils, businesses, schools, community groups and individuals are invited to host an Earth Hour event.

Earth Hour events are about acoustic entertainment (that means no electricity!), bringing together local communities in celebration of sustainable living and support for our incredible planet.

There are lots of ways you could hold an Earth Hour event, but to make it easy, we've developed this 'how-to' guide to help make your event a success.



\* See competition terms and conditions at: <http://earthhour.org.au/terms-and-conditions>

# Organising an Earth Hour event, it's easy!

## Step 1. Plan your event

Decide what you are going to do, where the event is going to take place and how you are going to keep it power free. This is your chance to get creative. Whether you host an acoustic band in your backyard or set up a choral concert at your local high school, keep it fun and keep it sustainable.

## Step 2. Register

Register your event on our **Earth Hour events page**. This puts you on the Earth Hour map and allows others to view and – if your event is public – even attend your event.



## Step 3. Promote it

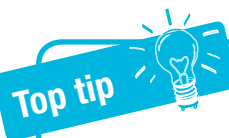
No matter what size your Earth Hour event may be, there are a number of ways that you can let your community know that its happening and encourage people to get involved. Create a Facebook event page, let local media know what you're doing, or share information and photos with us at **facebook.com/earthhouraustralia** or **earthhour@wwf.org.au**

## Step 4: Take the pledge

In 2013, Australians aren't just switching off their lights for Earth Hour. They're taking action into their own hands, and pledging to switch on to renewable energy. By making the pledge to switch at **earthhour.org.au** (or indicating you've already switched), you go into the draw to win a FREE solar power system valued at \$7500.\* Take the pledge, and encourage guests at your event to take out their phones and pledge too.

## Step 5: Have fun

Enjoy your Earth Hour event – knowing you're doing your bit to help support our incredible planet!



If you're holding an event this Earth Hour, why not consider fundraising for WWF to help us carry out our crucial conservation work?

Setting up a fundraising page is a simple process:

- go to **gofundraise.com.au**
- search for WWF using 'Find a charity or cause'
- create your fundraising page
- spread the word via email, Facebook etc



Create a page for your fundraising event.

# Need some inspiration?

Here's some great examples of events and activities that have been done in the past.

## What will you do this Earth Hour...?



© FLICKR

### Organise a concert

**Melbourne Zoo Acoustic Concert (VIC)** - Melbourne Zoo hosted an acoustic concert in the lush surrounds of the Zoo gardens and exotic animals with Melbourne's finest blues 'n' roots performers and special guests.



© WWF-AUSTRALIA

### Create a message

**Lights Off' Candle Message, Coogee Beach (NSW)** - Randwick Council, supported by scouts from a local scout troop, lit a 700 candle message on Coogee beach for Earth Hour. The messages were laid out for the world to see that we should turn our "LIGHTS OFF" for Earth Hour. The Council also offered prizes to diners dining in participating restaurants for the night.



© JEREMIAH ARMSTRONG / WWF-CANADA

### Hold a dinner party

**Smith's Backyard (QLD)** - The Smith's invited their friends and neighbours for a barbeque with candles and a set on the acoustic guitar.



© WWF-CANADA / JIMMY JEONG

### Do something different!

**Earth Hour Celebration, Manly City Council (NSW)** - A free community celebration of Earth Hour was held at Manly Cove featuring a drum and didgeridoo performance complemented by fire-dancers. As a special feature 10 scuba divers submerged themselves in front of the audience at 8.30pm to mark the start of Earth Hour, and re-emerged at 9.30pm to mark its close.



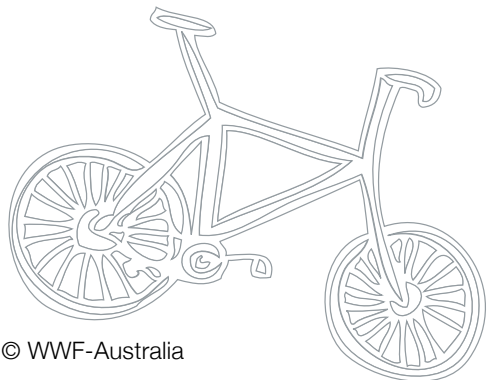
# Tips on producing a sustainable event

When setting up your Earth Hour event, WWF would love you to try and make it as sustainable as possible by using fewer natural resources to preserve our life-support system – the environment. You can do this by taking part in activities that have a smaller impact or choosing products and suppliers that are sustainable. Here are a few tips that might help you to produce a more sustainable event:

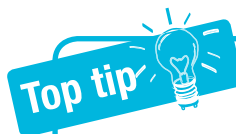
- ✓ Encourage attendees to use **public transport, walk or ride** to the event. Provide a safe place for people to leave bikes and local transport timetables.
- ✓ **Reduce your waste** – reuse and reduce waste where possible and recycle waste where it cannot be reduced or reused.
- ✓ When printing invites and posters where possible try to use recycled paper from sustainable sources e.g. FSC (Forest Stewardship Council) certified.
- ✓ If you are ordering catering for your event you may want to **check their 'green policy'**.
- ✓ If you are cooking, where possible choose sustainable products or those with a recognisable eco label e.g. MSC (Marine Stewardship Council) labelled seafood.
- ✓ Consider **providing reusable** or compostable plates and utensils on the night.
- ✓ Encourage, educate and involve attendees in **separating waste**.
- ✓ **Compost** organic matter, and organise for 'unexpected overs' to be collected by a local charity.



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© WWF-Australia



**Top tip**

**If you can't host an event you can still get involved**

- Be an advocate for Earth Hour and encourage local groups/venues to host an event
- Perform at an Earth Hour event
- Attend an Earth Hour event
- Make a pledge to live more sustainably

## Thank you!

Thank you for helping make Earth Hour a huge success!

Make sure you join our Earth Hour Australia Facebook community and follow us on twitter to keep up to date with all the latest news.



[@WWF\\_Australia](https://twitter.com/WWF_Australia)



[facebook.com/earthhoutraustralia](https://facebook.com/earthhoutraustralia)

## Further information

For more information about Earth Hour, please contact the WWF Earth Hour Australia team at:

**E:** [earthhour@wwf.org.au](mailto:earthhour@wwf.org.au)

**W:** [earthhour.org.au](http://earthhour.org.au)

