



SWITCH OFF FOR EARTH HOUR 2010.



How can my organisation support Earth Hour 2010?

At 8:30pm on 27 March 2010, towns and cities across the world will turn off their lights for one hour sending a powerful global message that it's possible to take action on climate change.

There are many ways organisations can support Earth Hour 2010. **Switch off** the lights in buildings on the night, **encourage** staff and members to participate in Earth Hour 2010 and **spread the message** as far and wide as you can.

- **Pledge** your organisation's support. Switching off your lights is only the beginning. This year WWF calls on organisations to commit to long term sustainability measures. Commit today, and challenge others to follow suit.
- **Switch off** the lights of your buildings, facilities and signage for one hour at 8:30pm on Saturday 27 March 2010.
- **Spread** the Earth Hour message to your staff and members using email, newsletters, posters, intranet and websites. Download an email template to send out. Just click on the Get Involved button on the website.
- **SMS:** If people do not have access to the internet, they can SMS "EH2010" and their name to 34017 to pledge their support. R2 per SMS.
- **Encourage** staff and members to pledge to reduce their carbon footprint both in the workplace and at home.
- **Show** your support by posting the Earth Hour 2010 web banner and widget on your organisation's website, downloading the email signatures, putting up posters or having an Earth Hour event on the night. Download the Green Events Guide. , just click on the Events button at the top of the webpage. You can download all of the above from the website. Just click on Get Involved button at the top.
- **Load pictures** of what your organisation is doing for Earth Hour 2010. Click on the Flickr stream on the website or email your pictures to earthhour@wwf.org.za.



**PLEDGE TO REDUCE YOUR
CARBON FOOTPRINT AT
WWW.WWF.ORG.ZA**

**OR SMS EH2010 &
YOUR NAME TO 34017.
R2 PER SMS**