



Earth Hour Toolkit - Schools

MARCH 26, 8:30 PM

Thank you for joining the fight against climate change!

Earth Hour™ is a global WWF climate change initiative. It began in Sydney, Australia in 2007, and in just three years it has grown to what is cited as the largest voluntary action in history, reaching more than one billion people worldwide. As Canadians we should be particularly proud, as we were one of the leading countries for participation!

Turn off the lights!

On **Saturday, March 26th, 2011, at 8:30 PM**, take a stand against climate change, and turn off your lights for an hour.

Earth Hour is truly a global phenomenon and last year's Earth Hour was the biggest one yet, breaking all previous records:

- We reached over 1.3 billion people globally!
- 4,616 cities and towns participated in 128 countries across all seven continents!
- Google indexed 74.6 million mentions of Earth Hour on the night of!
- Earth Hour was the # 1 worldwide trending topic on Twitter as it rolled across the globe
- More than 10 million Canadians turned off their lights – over 51% of the adult population!

This year, with your help, we can ensure Earth Hour 2011 will be an even bigger success!

WWF-Canada is calling for change!

Climate change is the biggest environmental threat to life on Earth wreaking havoc with the natural systems that regulate the earth's climate:

- Melting glaciers and ice caps on every continent, creating heat waves, and dehydrating forests and wetlands
- Affecting the lives and communities of everyone on the planet

On average, every person in the world is making a footprint 50% more than what the planet actually produces per person, per year. In other words, it takes 1.5 Earths of productivity to support humanity each year, but we have only 1 Earth!

Half our footprint is carbon from fossil fuel emissions. Canada is one of the top 10 nations contributing to global climate change. While other leading countries of the world are pioneering green energy technologies and solutions, we are holding on to an old strategy based on developing increasingly carbon-intensive forms of energy in the Arctic and the tar sands. We must value carbon more, consume less, insulate better, and hasten the switch to alternative fuels like wind, solar, tidal and hydropower. WWF-Canada is calling on business and political leaders to drive this fundamental shift. Our success will ensure that Canada is on the right path for future generations, our economy and the planet.

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What can your school do?

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Why should you get involved?

By participating in WWF's Earth Hour, you are joining millions of people across all seven continents in this truly powerful and symbolic demonstration. It's also an opportunity to show your family, friends and colleagues that you are committed to taking action on climate change.

You can help to ensure we have a living planet for future generations. A lot of work has already been done, but we need more! It's within our reach to make a difference.

Simple ways you can help!

- 1) **Sign-up for Earth Hour at www.EarthHourCanada.org!** Let us add your voice to a collective of Canadians who want real solutions to climate change. Your voice will strengthen our voice as we engage business and policy leaders in implementing real change.
- 2) **Show your love for the planet!** Promote Earth Hour to your family, friends and colleagues. We need your help to get as many people on board as possible this year.
- 3) **Go the extra mile!** Put up and distribute posters and Earth Hour reminders around your school. They can be placed in cafeterias, classrooms, gymnasiums, bathrooms/change rooms and bulletin boards. Visit our *Downloads* section on the Earth Hour website to download resources to help send you on your way!
- 4) **Go green with your energy choices!** Learn what else can be done for the other 364 days of the year to help eliminate climate change, visit us at <http://community.wwf.ca/>
- 5) **Login online!** Visit our Facebook, Twitter, Blog and Living Planet Community sites.



<http://facebook.com/wwfcanada>



<http://community.wwf.ca/>



<http://twitter.com/wwfcanada>



<http://blog.wwf.ca>

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Go above and beyond!

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Looking to do more?

If your school is looking to something extra to support Earth Hour and join the fight against climate change, here are some other great ideas you can do. We are always looking to people to emerge as environmental leaders to set the bar high and lead by example. With your help, we can work towards a living planet!

- Have a symbolic Earth Hour event at school on Friday, March 25. You could hold an Earth Hour assembly or a lightless-lunch. If the weather is mild, teachers can also use the great outdoors as a living classroom and lead their students on a nature hike or in a lesson on the environment.
- Alert local media to your Earth Hour plans and invite them to come take photos that day.
- Send a letter home with students letting parents/guardians know about Earth Hour and that your school will be holding a symbolic Earth Hour event on March 25th. In the letter, encourage families to participate in Earth Hour on March 26 from 8:30-9:30 pm and to sign-up at www.EarthHourCanada.org.
- Hold a countdown to Earth Hour in the week leading up to your school event.
- Transform your cafeteria or gymnasium into a movie theatre! Educate students with an environmentally themed movie. Choose from movie titles such as An Inconvenient Truth, The 11th Hour, Winged Migration, Arctic Tale or The Great Polar Bear Adventure.
- Post Earth Hour information on the school website and in the school newsletter. Downloadable web banners and logos are available at www.EarthHourCanada.org
- Take pictures of your Earth Hour celebrations and create a photo wall for display. Ask students to add to it by bringing in pictures showing how their family spent Earth Hour and hold a photo contest for the most creative ideas.
- If you have a class in grades 3-8, join our Schools for a Living Planet Program. We have created free curriculum-linked, downloadable, and printable Earth Hour activities for your class! Sign up at schools.wwf.ca

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Tools and resources

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Post Earth Hour

Continue the Earth Hour momentum and let WWF-Canada help you bring the power of the environment into your classroom with our education program. Schools for a Living Planet offers educators with FREE access to over 30 curriculum-linked, printable in-class activities for grades 3 to 8. Each grade's unit has a unique environmental theme with materials carefully designed to meet curriculum expectations in English, Social Studies and Science. And it's easy to use – download what you want, when you want; the choice is yours. For more information or to register, visit wwf.ca/schools today!

Getting started!

Please visit our website at www.EarthHourCanada.org. In the *Downloads* section, you will find:

1) **Posters**

The Earth Hour poster is available online for your use. You can display them in cafeterias, classrooms, gymnasiums, bathrooms/change rooms and bulletin boards

2) **Logos**

English and French logos are available for use in black and white or colour. Please see the accompanying *How to use the Earth Hour Logo* document for appropriate use.

3) **Additional Resources**

Banners, widgets and online countdown clocks will be available online shortly for use on your own website.

Contact information

If you have any further questions or comments, please contact:

WWF-Canada's Earth Hour Team

E: EarthHour@wwfcanada.org

W: www.EarthHourCanada.org

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