



## Earth Hour 2009 – Background information

### What is it?

Earth Hour is a global WWF climate change initiative. Individuals, businesses and governments will turn out their lights for one hour to show their support for action on climate change.

In 2009 Earth Hour aims to reach 1 billion people in 1,000 cities.

### When is it?

Saturday March 28, 2009 from 8.30pm – 9.30pm local time

### Where is it?

Earth Hour 2009 global participation summary:

- More than 700 cities in 77 countries have confirmed their participation including many of the world's great cities such as:
  - Moscow
  - Mexico City
  - Cape Town
  - Brussels
  - Amsterdam
  - Singapore
  - Los Angeles
  - Toronto
  - Istanbul
  - Warsaw
  - London
  - Hong Kong
  - Dubai
  - Manila
  - Bangkok
  - Rio de Janeiro
  - Athens
  - Buenos Aires
  - Copenhagen
  - Oslo
  - New York
  - Sydney
  - Helsinki
  - Venice
  - Mumbai
  - Beijing
  - Rome
  - Las Vegas
  - Chicago
  - Seoul
  - Madrid
  - Bangkok
  - Bogotá
  - Nairobi
  - Kuala Lumpur
- Hundreds of icons and landmarks worldwide have signed up to turn their lights off for Earth Hour 2009 including:
  - Eiffel Tower, Paris
  - Opera House, Sydney
  - Table Mountain, Cape Town
  - Quirinale, Rome
  - Christ the Redeemer, Rio de Janeiro
  - Taipei 101 (world's tallest building)
  - Acropolis and Parthenon, Athens
  - Millenium Stadium, Cardiff
  - CN Tower, Toronto
  - The London Eye
  - The Strip (Harrah and MGM hotels), Las Vegas



## Why do it?

Taking part in Earth Hour provides companies the following benefits:

1. Earth Hour is a platform for communicating a company's commitment to sustainability, and a mechanic for cost-effectively generating significant positive media exposure.
2. Taking part in Earth Hour provides a positive experience for employees, customers suppliers and partners – bringing them together to be part of the climate change solution.
3. Earth Hour can help to identify both short-term and long-term energy savings – and highlight the opportunities for sustainable energy investments.

## What will it achieve?

Earth Hour 2009 is a global event created to symbolize that each one of us, working together, can make a difference on climate change. It hopes to send a visual mandate to world leaders in the lead up to the United Nations Climate Change Conference in Copenhagen, taking place in December 09, in order to ensure that a post-Kyoto climate deal is agreed upon.

## History of Earth Hour

The inaugural Earth Hour took place in Sydney on 31 March 2007, when over two million people and two thousand businesses across the city turned off their lights and appliances for one hour. From its relative humble beginnings, the Earth Hour message has swept the planet.

In 2008, 50 million people across 35 countries turned off their lights in support of Earth Hour, sending a message across the globe that the collective actions of individuals really can change the world.

Earth Hour 2009 aims to reach 1 billion people in 1,000 cities globally.

## What can a company do?

Through your employees, suppliers, and business contacts you have access to millions of potential Earth Hour 'voters' – the millions that will take us over that line to reach the magic 1 billion figure. We are asking for three straightforward, cost-effective actions:

1. To turn out your non-essential lighting during Earth Hour, Saturday March 28<sup>th</sup> between 8:30-9:30 pm local time in all your buildings and sites, in all countries. In particular sites with prominent signage;
2. Sign up at [www.earthhour.org](http://www.earthhour.org) to show your company's commitment and participation;
3. Communicate internally and encourage your staff, suppliers, and partners to participate in Earth Hour as well by advertising your participation widely.

