



60+
EARTH
HOUR

HANDBOOK FOR EVENT ORGANIZERS

About Earth Hour

Started by WWF and partners as a symbolic lights-out event in Sydney in 2007, Earth Hour is now one of the world's largest grassroots movements for the environment - driving tangible, impactful actions for our planet.

Mission

Unite people to protect the planet

Vision

Create positive environmental impact through the power of the crowd

[Learn more about our mission](#)



What's inside:

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EVENT IDEAS:
ON-THE-GROUND / PHYSICAL





Host a nature-themed movie night ([episodes of Netflix's *Our Planet*](#) are free to watch on YouTube) or a viewing party for an Earth Hour live stream event



Enjoy a candle-lit dinner in the dark, cooking up sustainable dishes



Find a good vantage point and watch the lights off moment in your city



Go stargazing



Host a night-cycling ride around your city



Organize a nature-restoration community activity (e.g. tree planting)



Go camping



Put your camera skills to the test and take on night-photography or "[light-painting](#)"



Organize a guided outdoor workout or meditation



If you have kids, try camping indoors!



Host a sustainable fashion show



Host a night concert / live performance



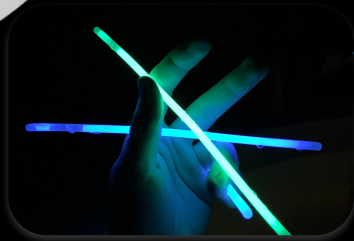
**Hold a fundraising event or
night-time charity run**



**Go on a hike and reconnect with
nature in your area**



**Organize a beach/park/street
clean-up, offering prizes to whoever
can pick up the most trash**



**Go on a night-time /
glow-in-the-dark scavenger hunt
(great if you have children!)**



**Host a pop-up fair/night-market with
sustainable food and products, partnering
with local businesses**



**Host a meet-and-greet / speaking
event with local sustainable
influencers**

Practical tips for on-the-ground events



Given the COVID-19 pandemic, check national health guidelines on hosting public events before organizing one, and make a decision based on the advice provided by your Health Ministry. If you go through with organizing an on-the-ground event, encourage your attendees to wear a mask and maintain social distancing.



Host your event in an accessible location that is walkable from most public transportation hubs to encourage maximum turnout and discourage event-goers from driving to the event (resulting in a higher carbon footprint).



If catering food for your event, try to use sustainable or local food sources as much as possible to minimize waste and your carbon footprint.



Minimize waste by encouraging event-goers to bring their own containers and cutlery when organizing events that provide food OR provide edible plates and cutleries instead of disposables.



Use paper bags instead of plastic bags, or opt for no bags at all! Even better, go paperless or reduce unnecessary paper usage as much as possible.



Provide recycling bins at your events, and encourage your participants to recycle their waste. You can also provide compost bins for food waste.



Rent/Reuse set-up equipment and decorations instead of buying new ones.

EVENT IDEAS: ONLINE / DIGITAL



YouTube ^{SG} Search

Earth Hour 2020 – Live & Unplugged | LIVESTREAM

Earth Hour 2020 – Live & Unplugged | LIVESTREAM

10,554 views • Streamed live on Mar 28, 2020

178 5 SHARE SAVE ...

WWF SG
2K subscribers

[SUBSCRIBE](#)

A stellar music lineup, important environmental voices and a LIVE event that can be streamed from anywhere...we've almost got it all. The only thing that's missing? YOU! 28 March, 5:30 -8:30pm. Mark your calendars for Earth Hour. 🌍

[SHOW MORE](#)

In light of COVID-19, we understand that Earth Hour on-the-ground/physical events may not be appropriate in your country. The wellbeing and health of our staff, organisers and supporters remain our top priority, so if this is the case, we recommend hosting a digital/virtual event instead, which is still an excellent way of engaging your community in a safe manner.

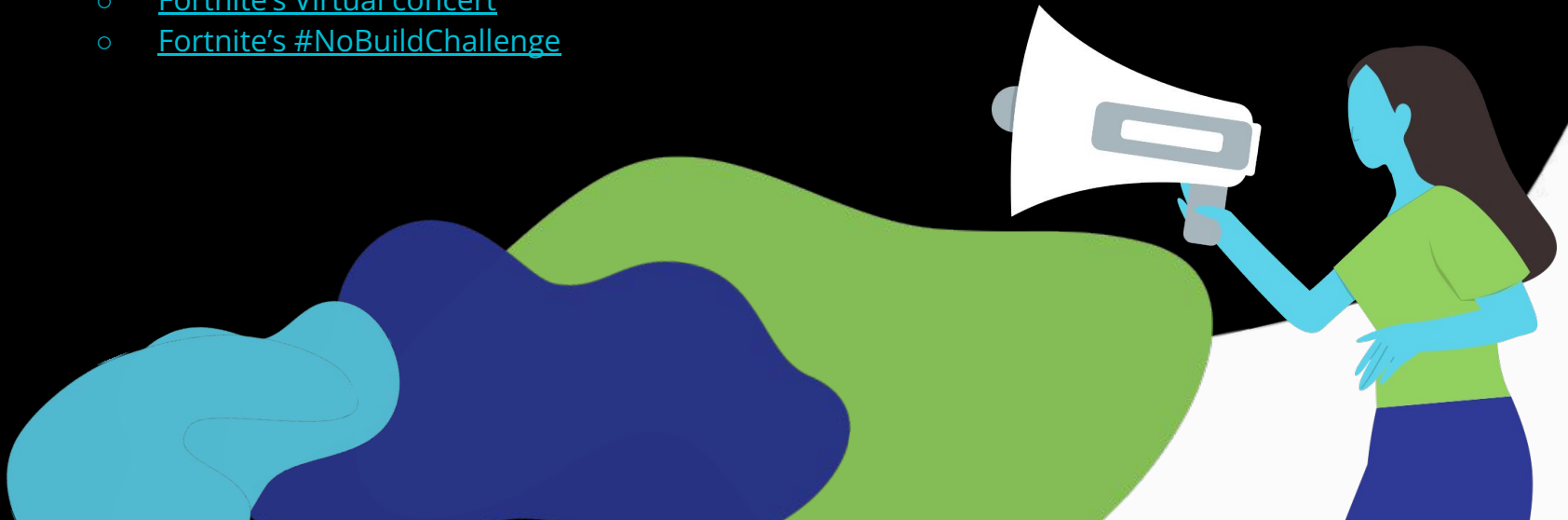
Ideas for live-stream/online content:

- Speak about [nature loss and climate change](#) - the two biggest challenges of our time - and share with your viewers what they can do to help and learn more.
- Share tips on how to be more sustainable, catered to your audience (for example, if you are a food influencer or celebrity chef, why not do a live stream focused on sustainable recipes? Or if you are a travel blogger, share tips on how to travel more sustainably).
- Do a tour of your house and point out the ways you've been able to live more sustainably.
- Hold a live DIY (do-it-yourself) tutorial of simple household "hacks" and tricks to being more sustainable.
- Hold a Q&A (question-and-answer) session where you let your followers ask questions in the comments related to all things nature, the environment, sustainability, or Earth Hour!
- Host a guided meditation or guided workout in the dark!
- If you're a singer or musician, you can perform live for your fans! Bonus points if you have nature-related songs or lyrics.
- If you are on Instagram, you can also consider doing a joint live stream with a friend, partner, or fellow collaborator!

[Here's how.](#)

Collaborate with partners/brands for bigger impact

- **Host some live competitions on your social channels:** Tie up with partners to incentivise eco-actions. Giveaway rewards for every 10th person who takes a screenshot of their Voice for the Planet signature can serve as one of the simplest online participation options.
- **Host an event on a livestream:** Whether it's on Facebook, Instagram, Twitch or Youtube, you can team up with gaming companies or streamers and host a dedicated stream for nature - **some examples:**
 - [Fortnite's Virtual concert](#)
 - [Fortnite's #NoBuildChallenge](#)





Hosting an online event on Facebook

- Host an Earth Hour [Facebook LIVE](#) event! You can play games, ask quiz questions (about nature), dress up, giveaway merchandise, (**note - it is best to have one or two of your own staff on the line to kick off the participation and ask questions / offer stories if the conversation lulls*)
 - Here is an example from [Earth Hour 2019](#)
 - [Here](#) is an example of a virtual quiz hosted by WWF-UK for Earth Hour 2020
 - [Here](#) is an example of a live roundtable debate
 - How about a live takeover from an adventure influencer / hiker / athlete who is showcasing nature - you will struggle to beat [this one!](#)
 - Or host an hour in the dark and speak to your friends about why nature matters to all of us.
- If you are unable to do a *live* event, you can also run an online [Facebook Watch Party](#), where you stream a set of videos for the community to watch and interact with together
- If you are in contact with any musicians, bands, or artists, you could ask them to perform in a room and live stream it. Here is a handy to using [Facebook Live](#)



Hosting an online event on Youtube

If conducting a live stream, we recommend hosting your live stream via YouTube, as the live video can then be easily embedded on your website via an iFrame embed.

- Your YouTube account must be in good standing in order to stream live video
- To be able to live stream via the YouTube mobile app, you must have at least 1,000 subscribers
- To get the embed code, right click on the live video on Youtube and select “copy embed code”
- If you are having issues embedding the live YouTube video, you can still place a call-to-action on your website that drives to your live video on YouTube.

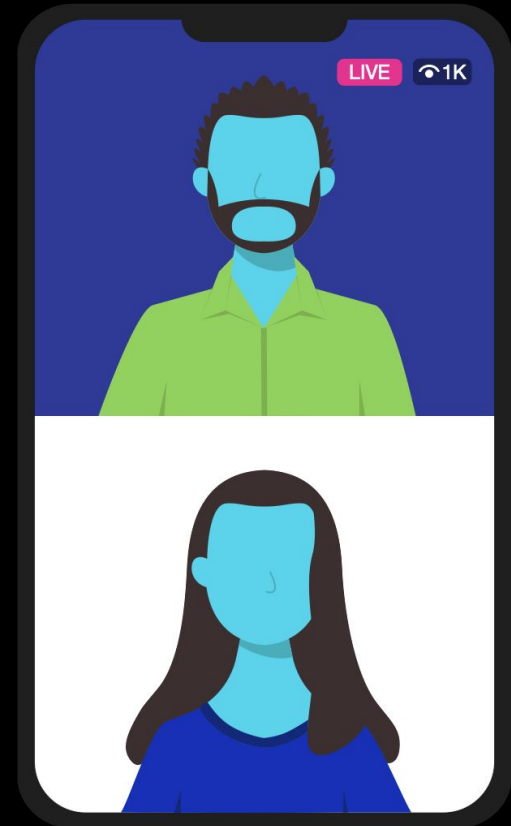
Alternatively, if you are unable to host a live stream, you can also hold a [Youtube Video Premier](#) and stream a documentary or film for the community to watch and interact with together.



Hosting an online event on Instagram

Engage with your audience on [Instagram LIVE](#):

- Create live videos with your in-house experts, colleagues, or members of your community.
- Feature a special guest - a celebrity or influencer.
- Invite brand advocates to [go live with you](#) and allow the audience to ask them questions in the comments.
- Remember to:
 1. Rehearse and prep!
 2. Promote your sessions beforehand so that your followers can take note of the time to tune in.
 3. Instagram live can only run for a maximum of 1 hour. After the 1 hour lapses, the live will end, and a new live will need to be started.



Other platforms you can explore



Create a live **Spotify Earth Hour Playlist** - Plug your earphones in and dance the hour away in the dark, or curate a series of podcasts about nature and sustainability. Take inspiration from two playlists we have created: 1) [Official Earth Hour trailer music from over the years](#) 2) [Curated playlist of nature-inspired songs](#).



Tik Tok in the dark - Encourage your community to create some User Generated Content (UGC) of what they are doing for Earth Hour and share the best ones on your channel.



Earth Hour classroom - Conduct an online zoom class for [youth and students](#) with educational material.



Use [Mural virtual whiteboard](#) to play nature-themed games like Pictionary or use it to create a work of art where everyone drops in their personal goals for protecting the planet.

Examples of digital events from past years



Earth Hour Global

'How-to' Facebook Watch Parties:

- ["How-to" change what you buy and be a more conscious consumer](#)
- ["How to" restore nature where you live](#)
- ["How to" change how you eat](#)
- ["How to" embrace renewable energy](#)
- ["How to" live more sustainably](#)

FACEBOOK "HOW TO" LIVE SESSIONS

EARTHHOUR.ORG/VOICE

CHANGE
WHAT
I BUY



NIHARIKA
IYENGAR



VANESSA
LIM SINGH

5
MAR
4 PM - SGT

RESTORE
NATURE
WHERE
I LIVE



ALICE MORE
O'FERRALL



NICKOLAI
KINNY
WHITMORE

17
MAR
12 PM - GMT

CHANGE
THE WAY
I EAT



HOLLY
CHAPMAN



LANI RENEE
KINGSTON

19
MAR
4 PM - SGT

EMBRACE
RENEWABLE
ENERGY



GARETH
REDMOND
KING

23
MAR
10 AM - GMT

LIVE
MORE
SUSTAINABLE

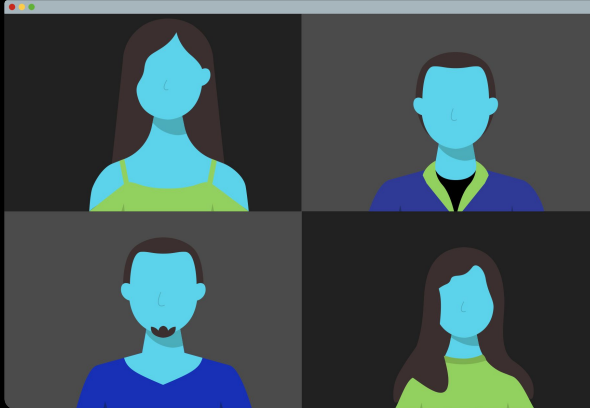


JESSICA
MURRAY

26
MAR
9.30 AM-GMT

Earth Hour Regional Office for Africa

In the lead up to Earth Hour, the WWF Regional Office for Africa in conjunction with Africa Youth 4 Network conducted a [live discussion on Facebook](#) with youth across Africa from 8 to 8:30 pm. The session finished with a countdown to their switch off at 8:30pm.



Earth Hour Russia

Earth Hour Russia used various platforms to hold activities for Earth Hour in 2020, these included:

- An online press conference which was streamed on Facebook and via TASS press center.
- An online cinema featuring movies about nature which were free to watch for the whole day of Earth Hour.
- A [chat room on Viber](#) which included fun Earth Hour stickers.
- A live stream video about Earth Hour on the WWF Russia YouTube page.
- [A list of movies about nature](#) that people were encouraged to watch at home.



Earth Hour Singapore

On the night of Earth Hour 2020, Singapore held #NoFilter conversations with Singapore's biggest influencers, musicians, and key opinion leaders to talk about the planetary emergency. Hosted by Angelique Teo, Charmaine Yee, and Paul Foster and streamed live on [WWF-Singapore's YouTube channel](#).



LIVE on YouTube



28 March | 5.30pm to 8.30pm

EARTH HOUR . SG



Earth Hour Latin America

Teams in Latin America came together on the night of Earth Hour to create a [3 hour live stream of artists, Youtubers and celebrities](#) from the region, reminding us of the importance of acting together for the planet and providing a message of solidarity amidst the COVID-19 pandemic.



The poster features a dark background with a vibrant, colorful nebula or galaxy. In the top left corner, there is a logo for '60+ LA HORA DEL PLANETA' and the WWF logo. The main title 'La Hora del Planeta EN CASA' is prominently displayed in white, with a wireframe map of Latin America to the right. Below the title, the text reads 'Apaga las luces este 28 de marzo y acompáñanos en una transmisión en vivo'. Further down, it says '14 PAÍSES UNIDOS' and '¡Juntos por el planeta y las personas!'. At the bottom, there is a silhouette of a person standing on a hill, looking up at the sky. The bottom section of the poster is divided into four columns, each representing a region and its corresponding time slot.

AMÉRICA CENTRAL MÉXICO	COLOMBIA PERÚ, ECUADOR	BOLIVIA PARAGUAY	ARGENTINA CHILE
17h30 - 21h30	18h30 - 22h30	19h30 - 23h30	20h30 - 00h30

Earth Hour Australia

Earth Hour Australia held an unplugged and online session live on YouTube with a great lineup of music acts, comedians, experts and more. You can find [more details and a wrap up here.](#)



LINEUP ANNOUNCEMENT

#EarthHourLive
JOIN AUSTRALIA UNPLUGGED AND ONLINE
LIVE ON YOUTUBE
SAT 28 MARCH
8:30PM (AEDST)

earthhour.org.au
60+
EARTH HOUR WWF

The poster features a large, detailed view of the Earth from space, showing the blue atmosphere and white clouds. A bright sun is visible on the horizon, creating a lens flare effect. The text is overlaid on the bottom half of the image. In the bottom right corner, there are logos for WWF and a '60+' logo, along with the website address earthhour.org.au.

Earth Hour Bulgaria

Earth Hour Bulgaria held a [live concert](#) featuring Bulgarian and international singers using their voice for nature and showing how we can unite even in tough times for a great cause.

Prior to the concert, there was also a light painting contest and a [morning fairytale concert](#) for the little ones.



Earth Hour UK

Earth Hour UK held a whole host of virtual livestreams:

- [Earth Hour quiz via Facebook Live](#)
- Secret Sunset experience and virtual dance party
- Virtual bike ride with iBike in London
- Meditation session
- [and more...](#)



For more information:

Check out our website earthhour.org

Follow us on social media:



Stay updated & subscribe to our newsletter [here](#)

Get in touch: contact@earthhour.org

60+
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**THANK YOU &
HAPPY PLANNING!**

SHAPE OUR FUTURE

