



SPEAK UP FOR



**EARTH HOUR 2021
HIGHLIGHTS REPORT**

CONTENTS

1 | INTRODUCTION

FOREWORD	3
EARTH HOUR 2021: SHINING A SPOTLIGHT ON EARTH	4
HISTORY OF EARTH HOUR	6
EARTH HOUR 2018-2021: FROM CLIMATE TO NATURE, PEOPLE AND PLANET	8

2 | ACHIEVEMENTS OF EARTH HOUR 2021

STORIES FROM AROUND THE WORLD	12
HIGHLIGHTS FROM THE REGIONS	18
ARTWORK FROM AROUND THE WORLD	24
DIGITAL HIGHLIGHTS	26
MEDIA HIGHLIGHTS	29
ADVERTISING HIGHLIGHTS	30
CELEBRITY SUPPORT	32
YOUTH AND EARTH HOUR	34
SUPPORT FROM AROUND THE WORLD	38

3 | BEHIND THE SCENES

BEHIND THE SCENES OF EARTH HOUR 2021	42
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FOREWORD

AN INSPIRATION TO MILLIONS

The success of Earth Hour always moves me. Just when we think it can't get any bigger, it demonstrates again the enormous weight of public desire for environmental action. As the world faces unprecedented challenges, people have come together to speak up for nature – loudly and clearly – and inspire urgent action for the environment.

By continuing to destroy nature, we are the ones who are responsible for increasing our own vulnerability to pandemics, accelerating climate change, and threatening our food security. This has to change, and Earth Hour shows that millions of people around the world are demanding that change. From Indonesia to Kenya, Colombia to China, and from the US to Spain, people spoke up for nature at a time when nature needs us to reduce our impact, and we need healthy nature to support a healthy society.

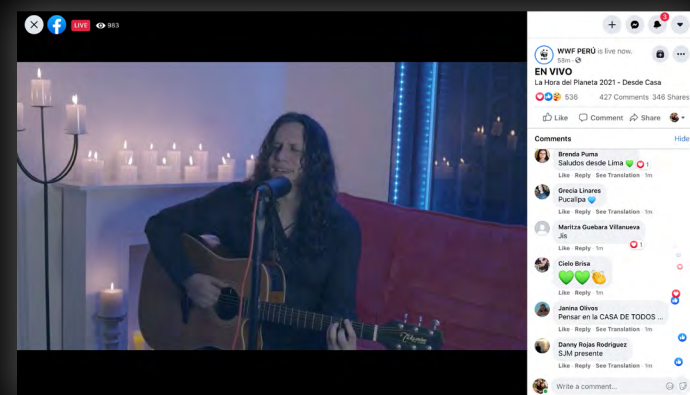
The challenge now is to convert this immense public concern into meaningful global action to put nature on the path to recovery – a New Deal for Nature and People long demanded by a broad coalition of organizations, including WWF. Last year, over 80 heads of state and government signed a Leaders' Pledge for Nature that commits them to reverse nature loss by 2030. A tremendous breakthrough that must be followed by the world embracing a clear and science-based global goal for nature like we have for climate – a nature-positive goal for 2030, preserving the nature left on the planet and restoring what we can – so that at the end of the decade we will have bent the curve of biodiversity loss, and have more nature than today, not less. The opportunity is to agree on such a global ambition for nature at global decision-making meetings on biodiversity and climate later this year.

The coming months will continue to be challenging. But this year's Earth Hour has been an inspiration to the many millions of us who care about the natural world, who strive for a nature-positive, carbon-neutral society, and who want to see a prosperous and equitable future for all. My sincere thanks to everyone who has helped make Earth Hour such a vibrant movement for change. Together possible!



Marco Lambertini
Director General, WWF International





EARTH HOUR 2021: SHINING A SPOTLIGHT ON EARTH

With many parts of the world still facing lockdowns and COVID-19 restrictions, Earth Hour 2021 gave people a sense of hope, strength and inspiration, bringing them together digitally for our planet – our one shared home. It was yet another record-breaking moment – with Earth Hour reaching more people than ever before, with individuals, public figures and organizations from 192 countries and territories coming together to shine a spotlight on the health of the planet, raising awareness about the importance of nature and inspiring action for a brighter future for nature and people. The success of Earth Hour would not have been possible without the dedication and passion of millions around the world who united online to speak up for nature.

Over the years, Earth Hour's lights-off event has seen homes, buildings, landmarks and city skylines go dark – an unmissable sight that draws public attention to nature loss and the climate crisis. This year – amidst the current global circumstances – in addition to switching off the lights on the night of Earth Hour, we invited everyone to create something equally unmissable online, to put the spotlight on our planet and the urgent need to address the nature and climate crises. We asked everyone to share the [Virtual Spotlight video](#), which highlighted the link between nature loss and the increasing risk of pandemics like COVID-19. The video had 2.4 millions views in only 24 hours, making it the most watched video in Earth Hour history!

Earth Hour teams across the globe hosted creative online events and digital campaigns, such as livestream concerts, digital marches and runs,

social media challenges and live sessions, while encouraging supporters to watch and share the Virtual Spotlight video.


Many prominent public figures, celebrities, youth organizations and businesses from across the globe supported Earth Hour to raise awareness about the importance of nature and inspire action. Pledging his support for Earth Hour, United Nations (UN) Secretary-General [António Guterres](#) emphasized in a video message that “now is the time to be bold and ambitious, and let’s show the world we are determined to protect the one home we all share”. In recognition of the critical role young people play in creating a more sustainable world, many global youth groups including [AIESEC](#), [Fridays For Future](#), [Global Youth Biodiversity Network](#), [World Alliance of YMCAs](#), [World Organization of the Scout Movement](#), and global youth advocacy network [Youth for Our Planet](#) participated in Earth Hour, calling for a safer, healthier future for all.

All of this led to Earth Hour grabbing media headlines around the world, generating over 9.6 billion social media impressions* globally, and trending across 42 countries on Twitter or Google search.

The astonishing success of Earth Hour continues to exemplify the incredible collective desire for change towards a stable climate and nature-positive future, while also bringing hope that, together, we can change our world for the better. Ahead of crucial climate and nature conferences later this year, Earth Hour showed world leaders that millions around the globe demand urgent action in tackling our planet's biggest environmental challenges.



 **192 COUNTRIES & TERRITORIES**

9.6+ BILLION IMPRESSIONS* 
FROM JAN TO MAR 2021 FOR #EARTHHOUR AND RELATED HASHTAGS

TRENDED
ACROSS TWITTER OR
GOOGLE SEARCH IN **42**  **COUNTRIES**

 **2.4 MILLION VIEWS** FOR THE
VIRTUAL SPOTLIGHT VIDEO IN 24 HOURS

*Estimates from 1 January to 31 March 2021 using data from social media channels and other platforms like LinkedIn, TikTok and Weibo.

HISTORY OF EARTH HOUR


2007

It all began on Saturday, 31 March 2007. The world's first Earth Hour in Sydney, Australia, saw more than 2.2 million people turn off their lights for one hour to show a climate-sceptic government that people were concerned about climate change.


2009

Earth Hour broke all records for mass participation and was on its way to becoming one of the world's largest grassroots movements for the environment.


2010

Earth Hour brought a petition for climate action from 1 million people to the UN's COP15 climate conference in Copenhagen, Denmark, symbolizing the growing demand by people to be heard on environmental issues.


2012

As part of Earth Hour's I WILL IF YOU WILL campaign, a petition led by WWF-Russia generated over 122,000 signatures and resulted in the protection of Russia's seas – the first people-powered law to be ignited by Earth Hour.


2013

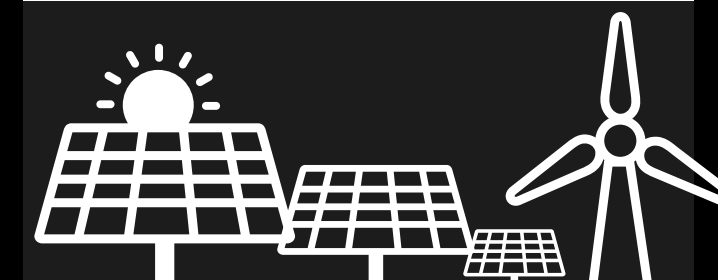
WWF-Uganda secured 2,700 hectares of land to establish the first-ever Earth Hour forest. Earth Hour also helped lead to the creation of Argentina's largest marine protected area, the 3.4 million hectare Banco Namuncurá (Burdwood Bank) – tripling the area of protected waters in the country. Both demonstrated the power of the people to drive tangible change.

2014

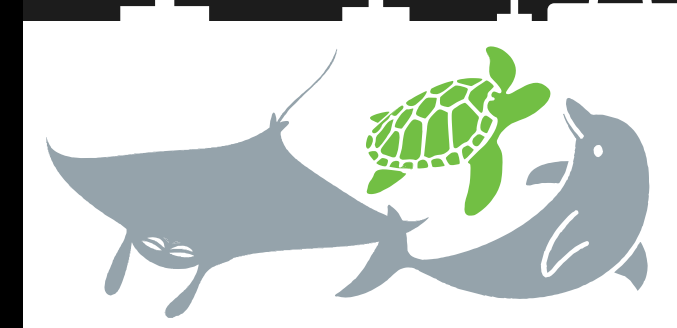
Following a successful Earth Hour campaign, the Galápagos Islands – a UNESCO World Heritage site – became the first province in Ecuador to ban plastic bags and other disposable packaging.


2016

WWF-Spain's Earth Hour campaign led to 50,000 citizens urging the Spanish government to phase out fossil fuels and transition to renewables to uphold its climate commitments under the Paris Agreement.


2018

In French Polynesia, Earth Hour helped inspire public pressure that led to 5 million sq km of its Exclusive Economic Zone in the South Pacific being classified as a Managed Marine Area – helping preserve vital marine ecosystems for present and future generations.


2020

Amid the COVID-19 global health crisis, Earth Hour saw people from a record-breaking 190 countries and territories take part in the first-ever completely digital event from their homes.


2021

While still facing COVID-19 restrictions in many countries, people in a record-breaking 192 countries and territories united digitally to speak up for nature louder than ever. The first-ever Earth Hour [Virtual Spotlight](#) highlighted the connection between nature loss, climate change and the rise of pandemics.



EARTH HOUR 2018-2021: FROM CLIMATE TO NATURE, PEOPLE AND PLANET

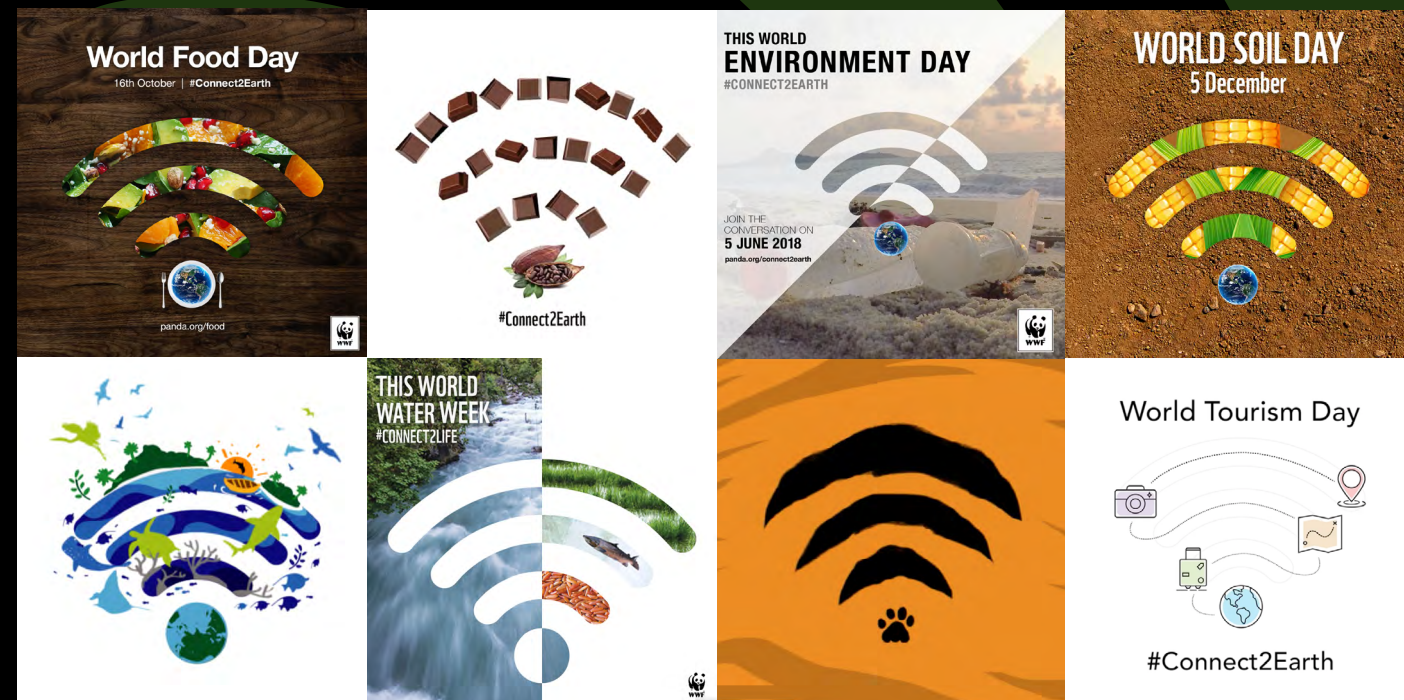
From its origins in Sydney, Australia, in 2007, WWF's Earth Hour has grown into a global movement against climate change that has led to positive action at local, regional and global levels. Today, the ongoing climate crisis still requires the world's attention but the broader environmental crisis – ever more pertinent as we face the COVID-19 pandemic – must also be brought to light.

In recent years, Earth Hour has therefore evolved its focus from a single-issue climate campaign to one that raises awareness for the multifaceted issues facing people and the planet – including biodiversity loss, pandemic risk, pollution and climate change. It is clear that we need to address the systemic issues that drive the degradation of our planet, and each year Earth Hour works to bring these issues to the fore and encourage every one of us to do our part to protect our shared home and, in turn, ourselves.

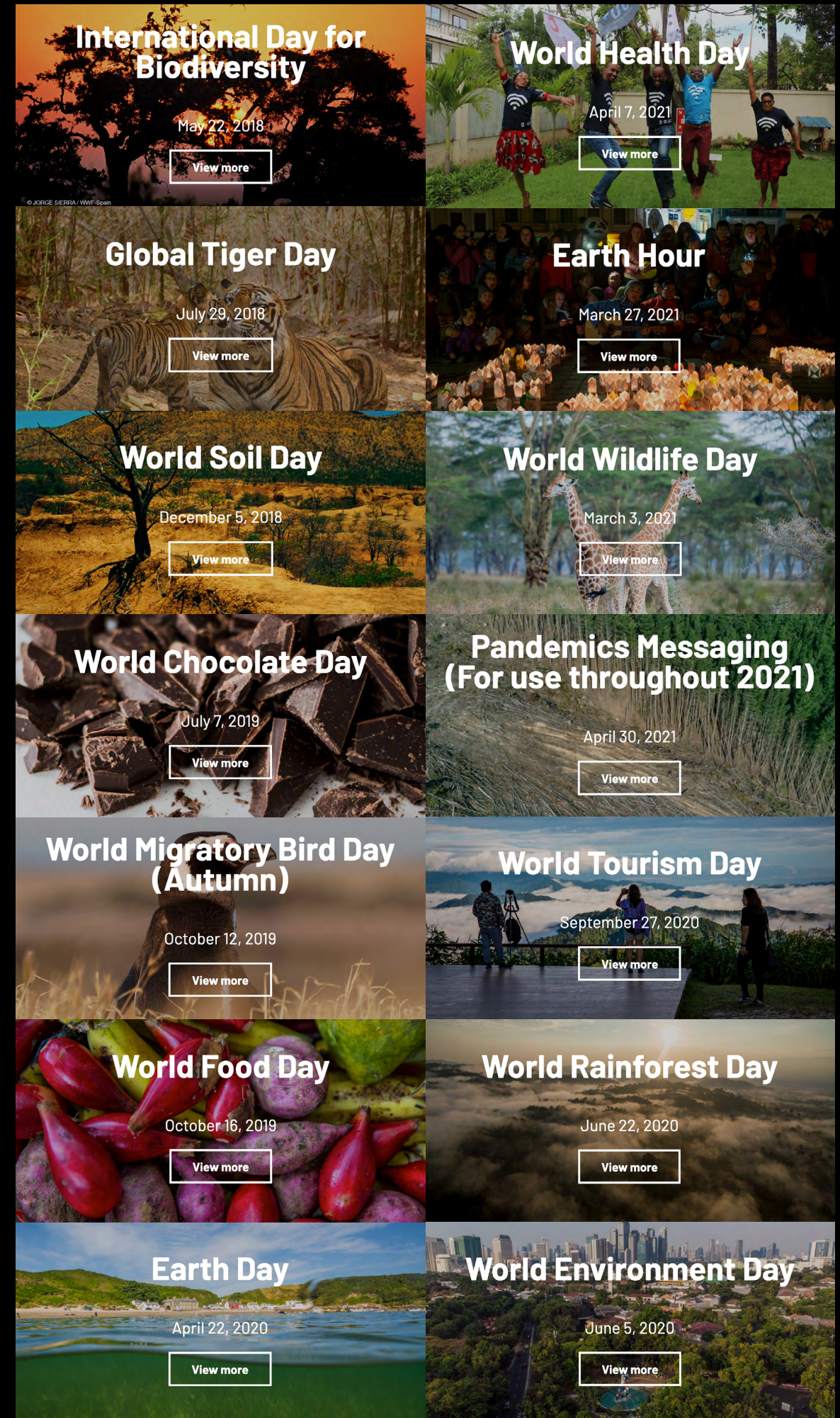
The call to action for this year's campaign was "speak up for nature". With the ongoing difficulties of the global pandemic crisis and many still being advised to stay at home, Earth Hour this year also emphasized the importance, now more than ever, of coming together virtually in solidarity with both people and the planet – building momentum for efforts to safeguard our health and our future, including setting the stage for crucial climate and nature conferences taking place later in the year.

Beyond the hour, WWF continues this awareness-raising work with the #Connect2Earth open-source campaign, encouraging people to show they care about the future of our planet throughout the year by making positive changes in their daily lives and urging world leaders to take action for our planet. The [Connect2Earth.org](https://connect2earth.org) platform houses open-source toolkits and content, freely available for anyone to download and share widely. These toolkits aim to raise awareness about the importance of nature through key international dates, including World Environment Day, International Day for Biodiversity, World Health Day and World Migratory Bird Day, among others. [Connect2Earth.org](https://connect2earth.org) also provides year-round content on the links between nature loss and pandemics, and will include material for use around the major environmental conferences and events happening later in the year.

Both the evolving focus of Earth Hour and the associated #Connect2Earth campaign help support the [UN Convention on Biological Diversity's target](https://www.un.org/development/desa/policy/2030agenda/target15/) of raising awareness about the values of biodiversity and nature so people will take action to protect the natural world and live more sustainably.



THEME DAYS

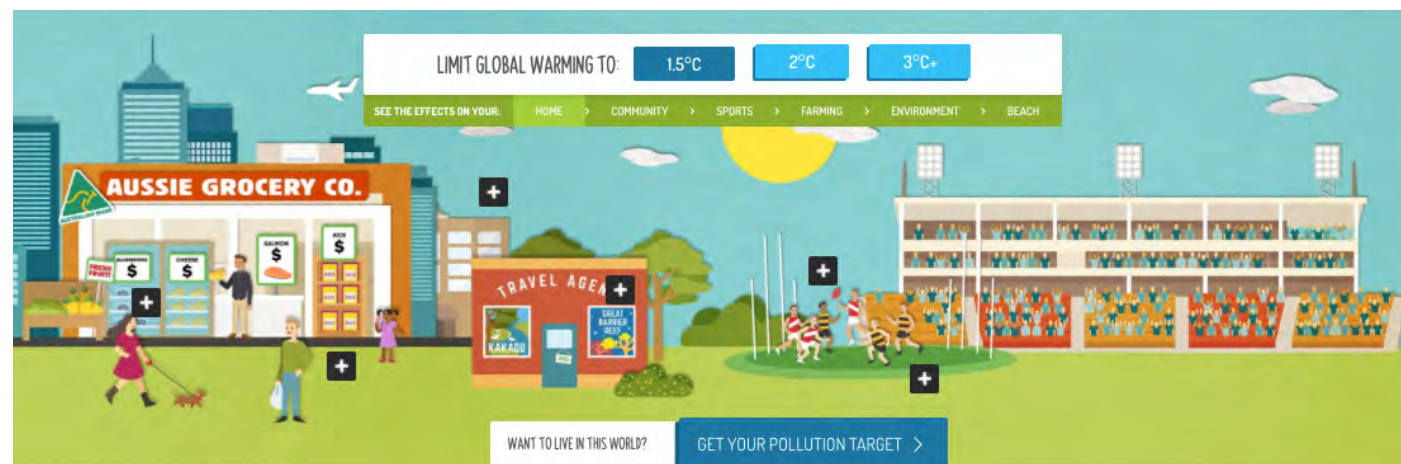




STORIES FROM AROUND THE WORLD

AUSTRALIA

This Earth Hour, WWF-Australia invited everyone to #SwitchForNature to a renewables-based economy. As part of this campaign, they partnered with Fonzy Moto for an exciting electric scooter giveaway and shared an [interactive tool](#) that illustrates climate impacts in everyday life to encourage people to take personal sustainability to the next level. The campaign successfully gathered over 32,000 sign-ups for [Earth Hour online](#).



BULGARIA

WWF-Bulgaria's Earth Month campaign, which began on Earth Hour and ended on Earth Day on 22 April, brought attention to the iconic but severely threatened brown bears in the native forests of Bulgaria. Beginning with an [online performance](#) on Earth Hour night, the special month of activities invited individuals to be a [bear protector](#) and to support the Bear Rescue Squad who have been successfully working in the field since its formation in 2020.



CHINA

Earth Hour was celebrated across five cities in China with an array of performances and activities before the iconic switch-off. Over 8.4 million people tuned into WWF-China's Earth Hour livestreams – one covering their [physical on-the-night event](#) in Shenzhen and another providing a [digital-only broadcast](#) from Beijing. These were broadcast across eight different online platforms, including Baidu, Kuaishou, QQ browser and Weibo. On Earth Hour night, Earth Hour-related hashtags and topics trended, including three that trended on Weibo. Earth Hour-related hashtags also amassed over 1.1 billion impressions across Chinese social media platforms Baidu, Kuaishou, Toutiao and Weibo.



ESWATINI

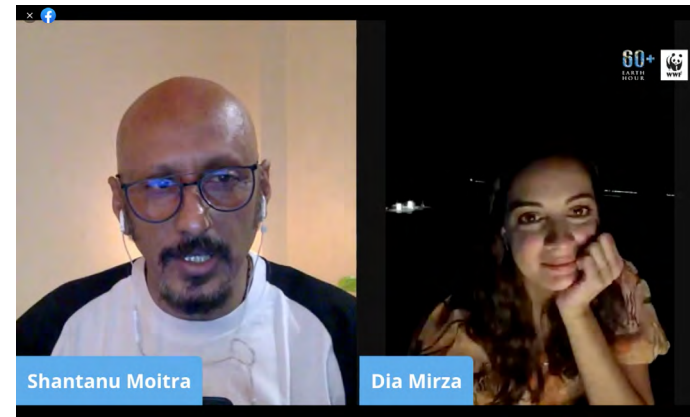
In an effort to meet the UN [Sustainable Development Goals](#), Eswatini's Minister of Natural Resources and Energy, Peter Bhembe, launched the Climate Change to Save Earth campaign on Earth Hour to inspire businesses to transition to renewable energy. Joined by partners including the Meteorological Department and the Eswatini Environmental Authority and Housing Board, an [interactive webinar](#) was held by the Eswatini Electricity Company to highlight ongoing projects and ideas to advance ecological sustainability in the country.





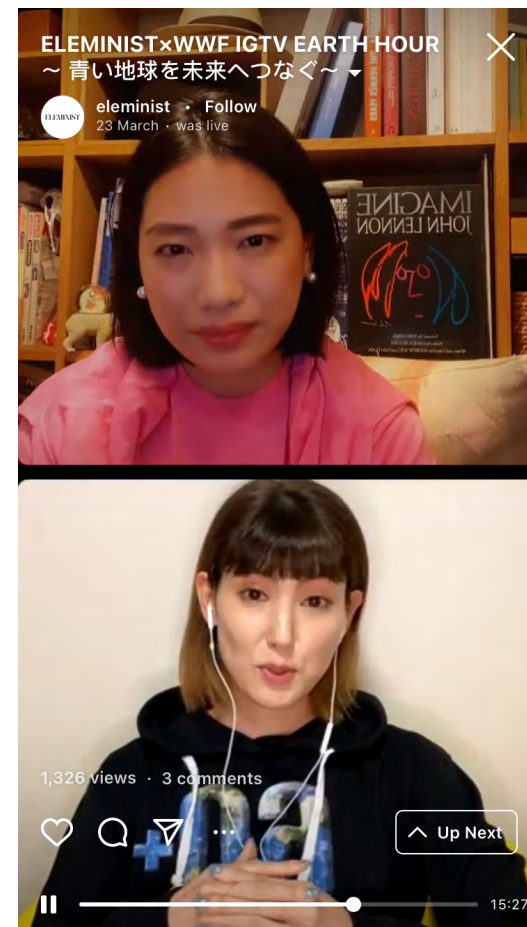
INDIA

With the support of chief ministers and the translation of online content into 10 regional languages, Earth Hour's message of solidarity was amplified across India. From major cities to smaller towns, people supported the symbolic switch-off and engaged in an array of digital events to #SpeakUpForNature. WWF-India hosted a Facebook live event *Speak Up for Nature with Shantanu Moitra*. This featured renowned celebrities like Dia Mirza and an array of online activities including the *iMean Green Challenge*, which signed up 50,000 participants for sustainability activities that went beyond the hour.



JAPAN

WWF-Japan focused on the need for a green recovery from the pandemic by engaging its audience online. Activities included giveaways on [Instagram](#) and an online learning school, in collaboration with Asahiyama Zoo and Okinawa Churaumi Aquarium, which encouraged children to think about the impact of their actions on the future of animals. On the day of Earth Hour, Japanese star and Miss Earth winner Tomoko Maeda hosted a special talk with various guests on the topic of green recovery.



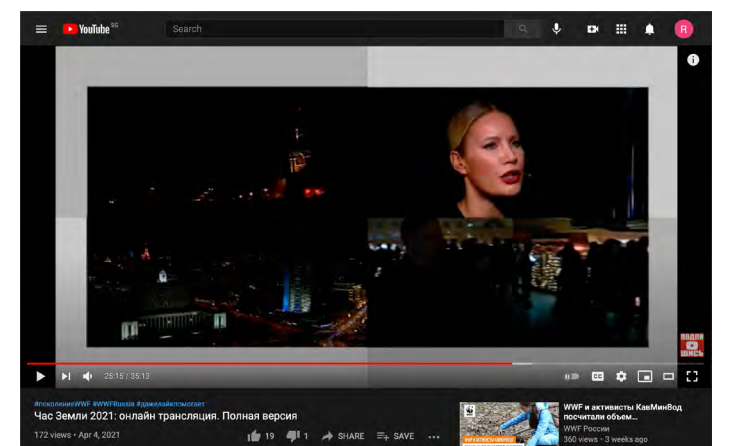
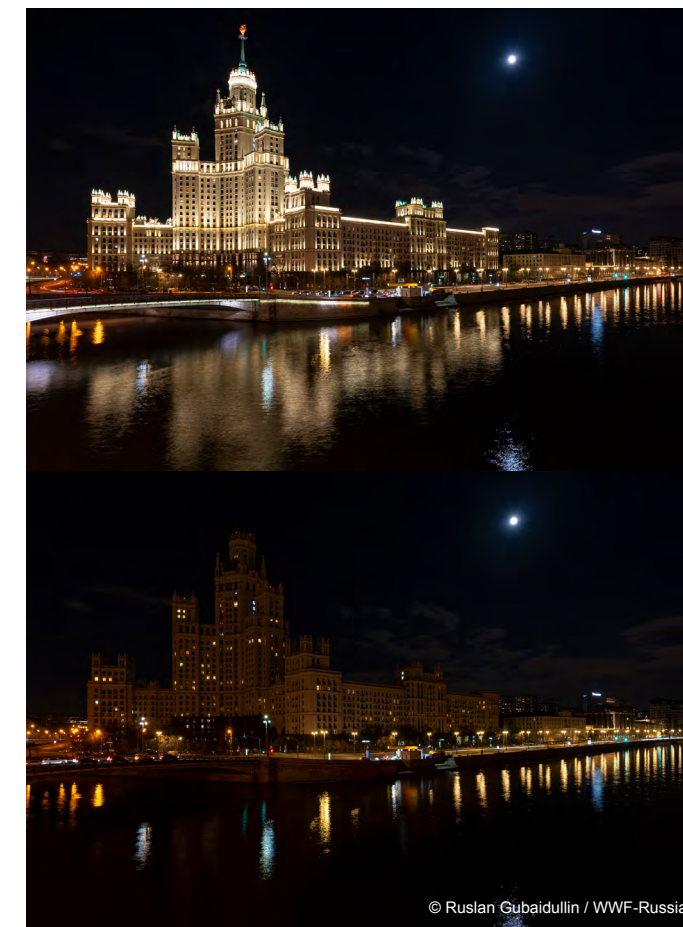
LATIN AMERICA

Over 50 countries and territories united online for the [Latin America Digital March for Earth Hour](#) where participants personalized avatars and messages to #SpeakUpForNature under the themes of biodiversity, plastic and climate change. On the night of Earth Hour, the Spanish version of the [Virtual Spotlight video](#) was streamed to amplify 2021's key message on the link between the health of people and our planet.



RUSSIA

WWF-Russia inspired [70,000 supporters](#) to call on the government and businesses to make environmental information transparent. Its [creative digital campaign](#) #IAmForOpenness educated Russians on various environmental issues and ways to push local governments and businesses into becoming transparent on environmental matters. Government representatives and influencers, including celebrities Alexei Kortnev, Dmitry Kozhoma, Anton Komolov and Irena Ponaroshku, lent their support to Earth Hour. Major historical landmarks also plunged into darkness in a symbolic gesture of solidarity for the planet.



TURKEY

Led by WWF-Turkey, Earth Hour's [online celebrations](#) reiterated the call for the Turkish government to approve the Paris climate deal and show its commitment to tackling the climate crisis. Nearly 20 municipalities, 140 corporates, over 10 NGOs and more than 100 celebrities including Turkish actress Eda Ece and pop musician Kenan Doğulu, with a combined following of over 7 million, spoke up for the planet.

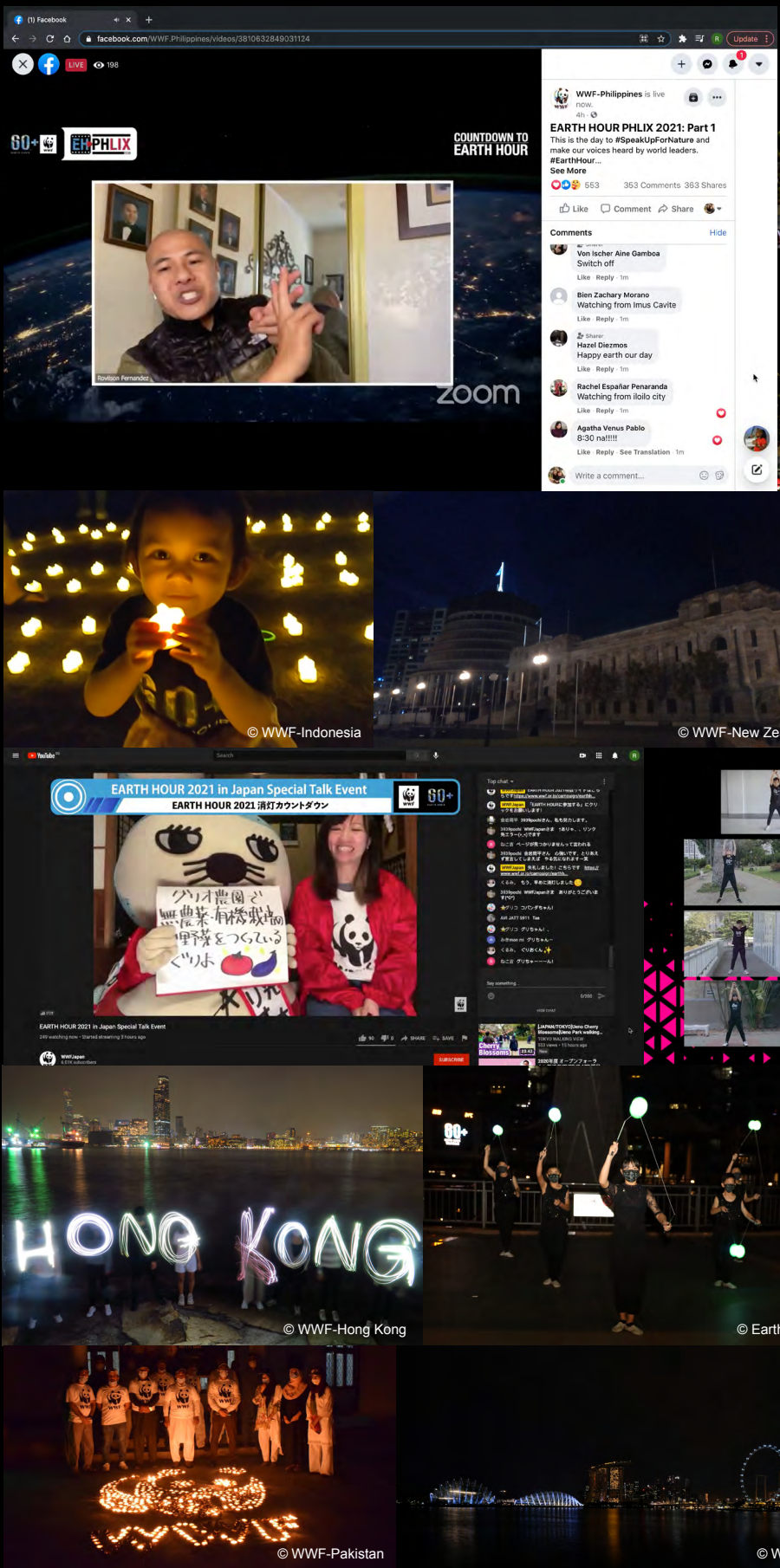


UGANDA

To encourage action against plastic pollution and support for renewable energy technologies, WWF-Uganda partnered with the [World Organization for the Scout Movement](#), government agencies, such as the National Environment Management Authority, National Forestry Authority, and Ministry of Water and Environment, the Buganda Kingdom and Rotarians to launch the Keep It Green and Clean campaign. The array of events included the planting of over 2,000 trees by the Scouts in Luwero and local clean-ups around Lake Victoria. The latter helped raise awareness about plastics in freshwater environments, catalyzing the local government's resolution to enact a by-law that prohibits people who are carrying plastic bags and bottles from accessing the beach. WWF-Uganda and the Buganda Kingdom also hosted an Earth Hour exhibition for the first time, which shared tips to minimize plastic waste and showcased renewable energy technologies for cooking and other activities to encourage individuals to make sustainable choices.



ASIA & OCEANIA

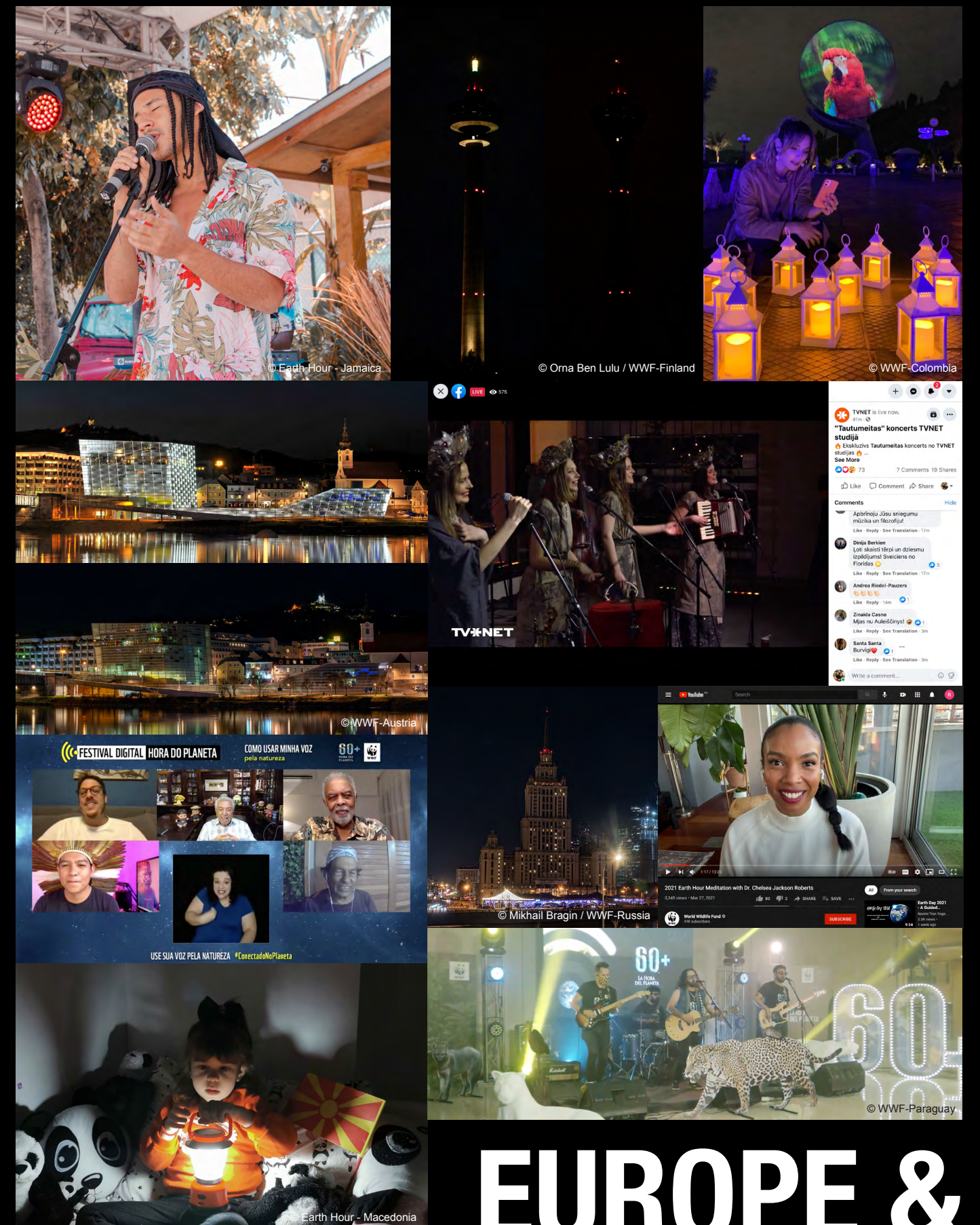
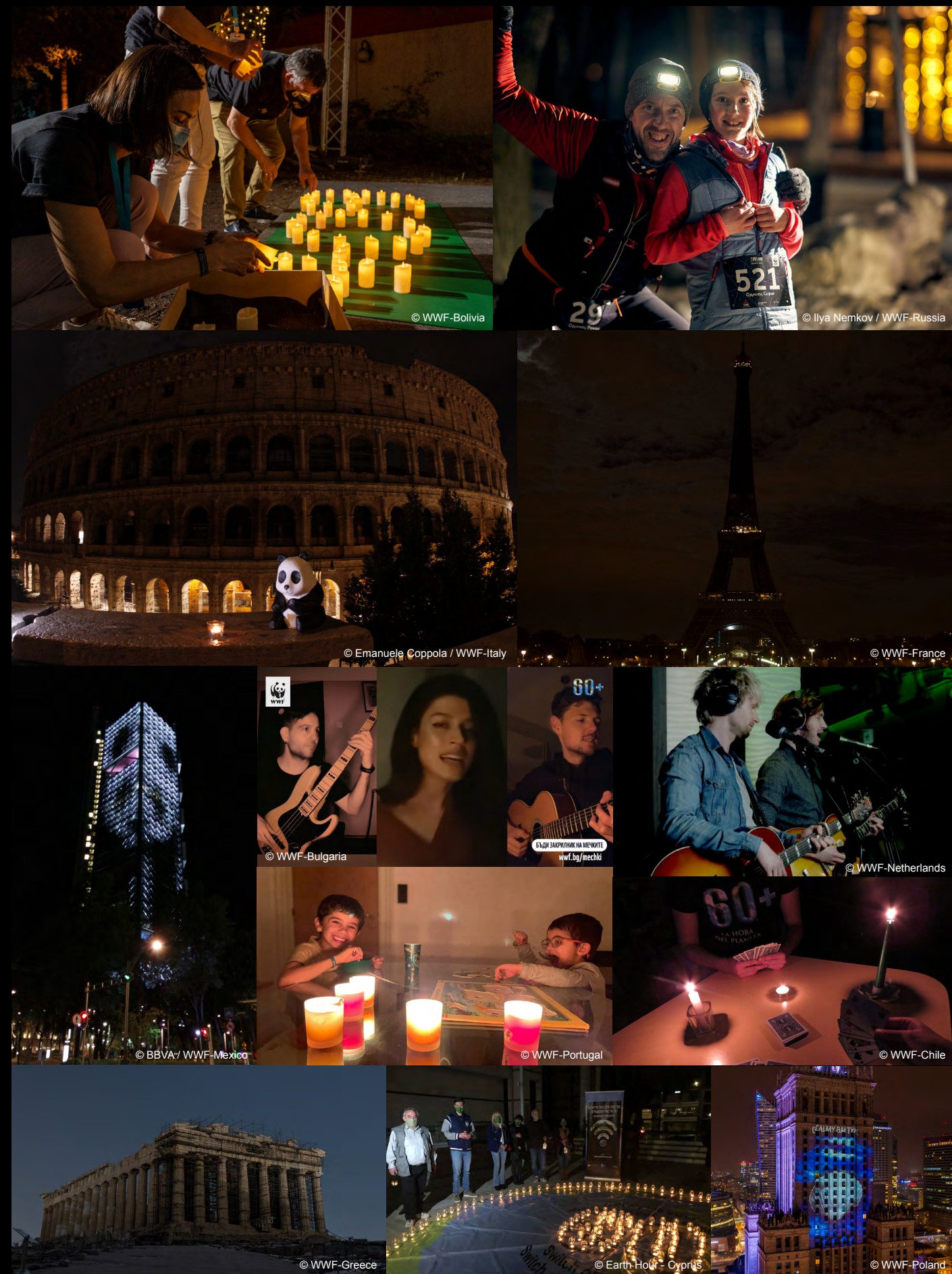


HIGHLIGHTS FROM THE REGIONS



AFRICA & THE MIDDLE EAST

HIGHLIGHTS FROM THE REGIONS



EUROPE & THE AMERICAS

ARTWORK FROM AROUND THE WORLD

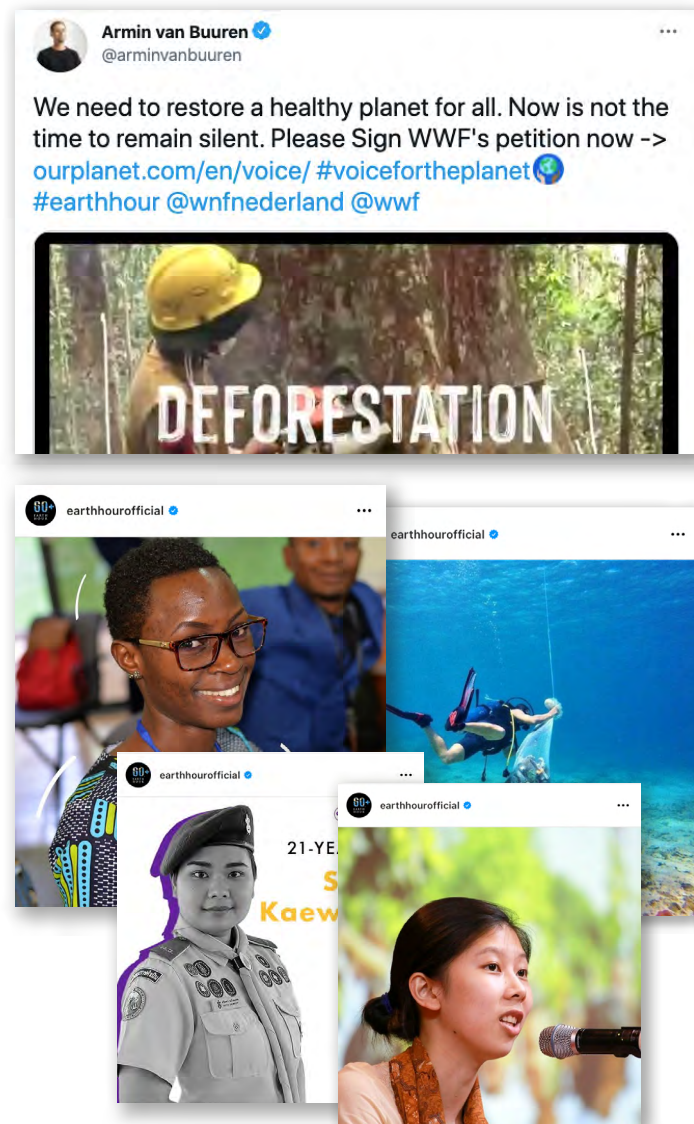


DIGITAL HIGHLIGHTS

2021 saw the debut of our first-ever Earth Hour Virtual Spotlight, an activation that took Earth Hour's digital presence to new heights. The idea behind the Virtual Spotlight was simple – recreate the unmissable lights-off experience we are so well known for in the online space! Taking part in the Virtual Spotlight was designed to be as simple as switching off one's lights – all a supporter had to do was share a must-watch video from any Earth Hour social media page. Narrated by acclaimed South African actor John Kani and with a soundtrack featuring Swiss singer-songwriter and Earth Hour Ambassador for Youth, Miel de Botton, the [Virtual Spotlight video](#) not only put the spotlight on the link between nature loss and the rise of pandemics like COVID-19, but also showed the world that we have what it takes to overcome our planet's biggest challenges.

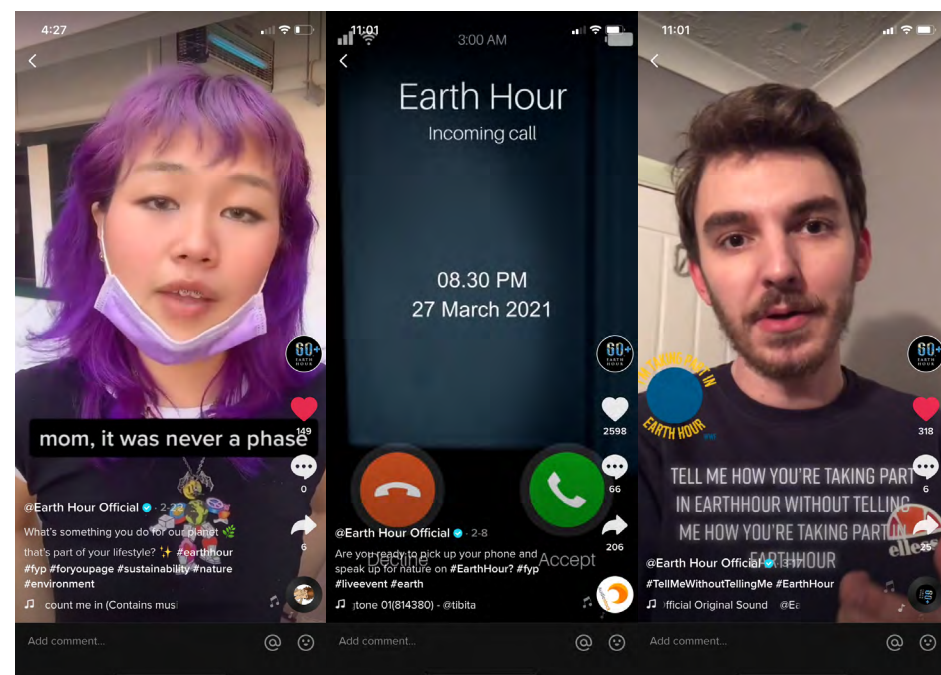
The nature-documentary-style video was powerful and impactful, precisely the type of content that grabs attention in newsfeeds. In only 24 hours, the Virtual Spotlight video amassed over 2.4 million views, making it the most-watched video in Earth Hour history. It was also shared more than 20,000 times, with shares by prominent names including [Armin van Buuren](#), Sofía Vergara, the [Union of European Football Associations](#) and the [World Organization of the Scout Movement](#).

Earth Hour's 2021 social content strategy relied primarily on positive and impact-driven stories and imagery. This included calling on the Earth Hour community to nominate individuals who both take action and inspire those around them to protect our planet as "Earth Hour Champions". We received over 200 nominations,



TIKTOK

Through a content partnership with TikTok, the Virtual Spotlight video was placed in the "Discover and Trending" section, encouraging Millennials and Gen Z to watch and interact with it. In addition to sharing the Virtual Spotlight video, users could also participate in the various Earth Hour challenges. From January to March, the [Earth Hour TikTok channel](#) tripled in followers and we saw over 1.2 billion global social media impressions!



and continued to showcase these great role models from around the world to engage our supporters after Earth Hour. We also posted a series of inspiring videos, created by the World Economic Forum, that encouraged supporters to "[Imagine The Future](#)" by viewing pioneering solutions being implemented to tackle the challenges facing our planet. Stories from Champions, the high-quality videos from the World Economic Forum, and the wide range of content posted on Earth Hour social media channels were well received, and supporters engaged with the content much more than the industry average.

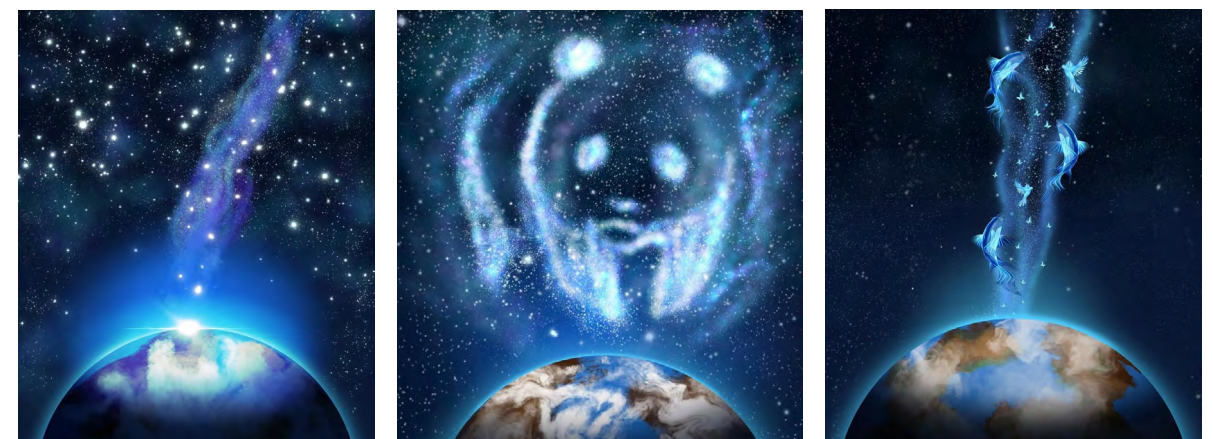
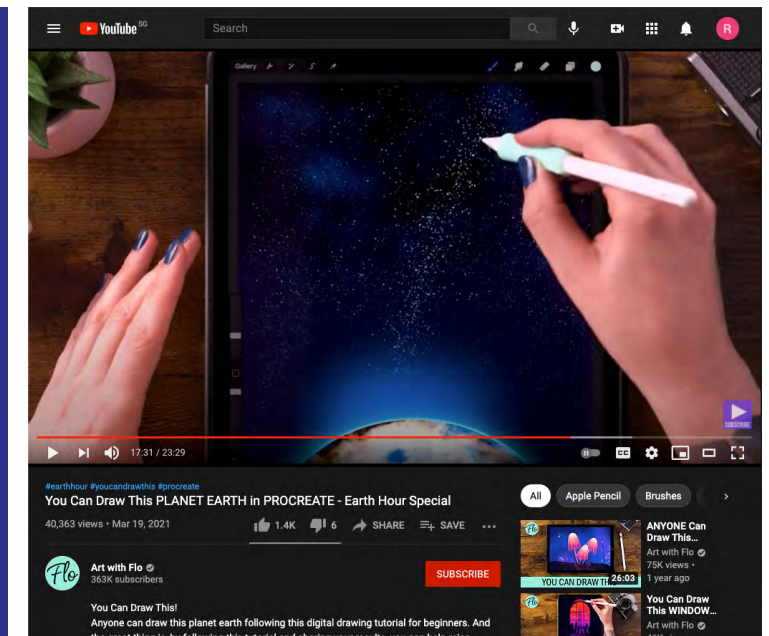
The Virtual Spotlight video posts on Earth Hour social media channels were given the space to build momentum throughout the night of Earth Hour by limiting other posts going up on the channels that night and through sponsored posts targeting those already interested in environmental issues. This in turn encouraged the social channel algorithms to prioritize meaningful social interactions happening around the posts and push the Virtual Spotlight video posts to appear more frequently on newsfeeds. We also reached out to a variety of digital platforms, artists and influencers to aid in further amplifying the video's reach.

On the night of Earth Hour, "#EarthHour" and related hashtags trended on Twitter or Google search in 42 countries, up from 37 in 2020, and achieved over 9.6 billion global impressions*, more than double the total global impressions in 2020. The [Earth Hour global website](#) played an important role in catching people's attention and introducing new audiences to the movement and mission. Almost half a million people visited the website from January to March! To complement efforts to engage new audiences via the Earth Hour global website, the Earth Hour newsletter galvanized over 23,000 loyal supporters from previous years. Ongoing communication with newsletter subscribers following Earth Hour 2020 and throughout the subsequent year laid the foundation for us to achieve industry-leading email engagement rates as we entered Earth Hour 2021.



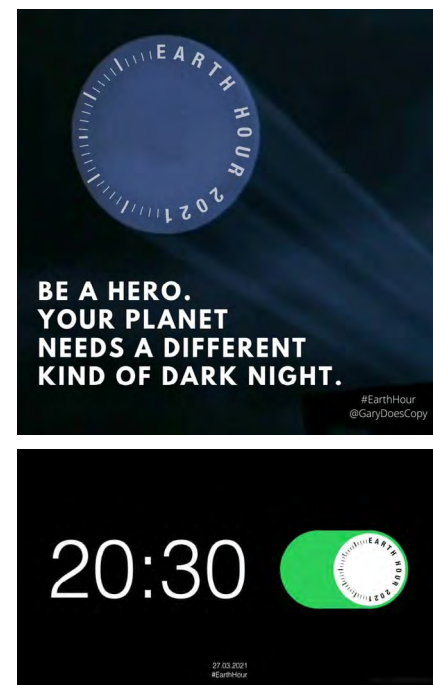
ART WITH FLO ON YOUTUBE

In addition to working with the [Global Youth Biodiversity Network](#) to deliver a livestream interview featuring United Nations ambassadors in the [Conversations Under the Tree of Life](#) series on YouTube, another influencer partnership helped take the Earth Hour campaign to new heights. We collaborated with artist and illustrator [Flo](#) to reach an untapped audience. Since tutorials are the bread and butter of YouTube, she created a special Earth Hour competition with a "[You Can Draw This](#)" tutorial and encouraged her community to draw and share the spotlight moment. With over 100,000 views and 3,000 entries on Instagram, this was a big success in acquiring new supporters and achieving cross-channel promotion.



ONE MINUTE BRIEFS ON TWITTER

For the second year running, Earth Hour teamed up with One Minute Briefs to encourage participation through a user-generated contest. One Minute Briefs engages the creative community on Twitter to generate ideas for brands, so we asked designers to help place the spotlight on our planet using the Earth Hour Virtual Spotlight clock motif. We received [over 250 entries](#), and the community took it one step further by sharing a version of the Virtual Spotlight video which [featured the winning entry](#).



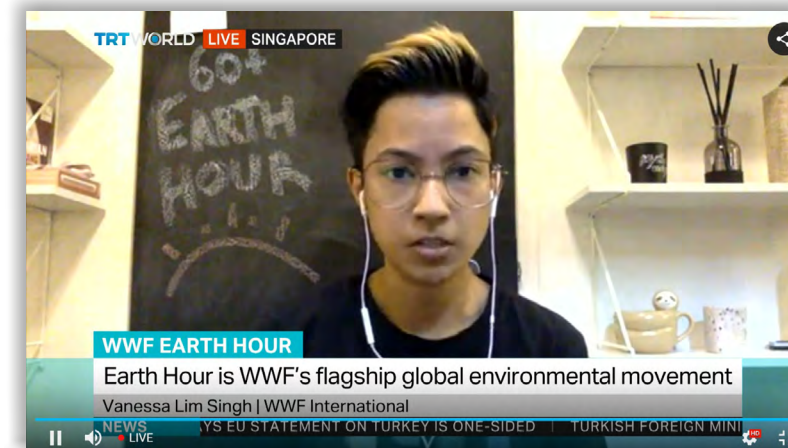
LIVESTREAM FUNDRAISING

A global livestream fundraising campaign from 13 to 28 March saw over 100 streamers from around the world raise over US\$111,000 – more than twice the goal – for on-the-ground environmental projects. While some streamed games that touched on sustainability, wildlife or nature, others came up with creative incentives to encourage their fans to donate, and all the participating streamers helped speak up for nature and our planet.

MEDIA HIGHLIGHTS

Earth Hour made headlines across 145 countries, with more than 24,000 articles and an estimated reach of 76.5 billion. Earth Hour was covered in top-tier online and broadcast media including [BBC](#), [Deutsche Welle](#), [France24](#), [The Guardian](#), [The Independent](#), [TRT World](#) and [Xinhua](#), among many others. Germany and Russia generated the most articles, contributing 22% of total media mentions.

With evidence mounting of the link between nature loss and the increasing risk of pandemics like COVID-19, Earth Hour successfully highlighted the importance of nature. It generated over 4,000 pieces of nature-related media coverage in a year when leaders will take key decisions on nature, climate change and sustainable development. This was supported by comprehensive media assets that emphasized the need for urgent action to address the nature and climate crises, safeguarding our health and the health of our planet.



Earth Hour
Global landmarks turn off the lights to mark annual Earth Hour



ADVERTISING HIGHLIGHTS

With the support of media and advertising partners around the world, Earth Hour teams received various pro- or low-bono advertising opportunities to bring our crucial message of speaking up for nature and protecting our planet to people in their everyday lives.

Earth Hour could be spotted all the way from outdoor media spaces, including banners and billboards in airports, train stations, city squares, on the roadside and even on shopping mall elevator doors, to spaces in homes, such as newspapers, TV, websites and mobile apps around the world. In total, Earth Hour received over US\$1 million in pro-bono advertising!

Earth Hour was also fortunate to receive global pro-bono support from Deutsche Welle, with website banners on [dw.com](https://www.dw.com) amassing over 5.2 million impressions and TV commercials appearing on DW English. In Asia Pacific, Blue Ant Media provided regional pro-bono TV spots worth more than US\$90,000 and reaching over 19.8 million households across five channels – Love Nature, Blue Ant Entertainment, Blue Ant Extreme, Makeful and Smithsonian.

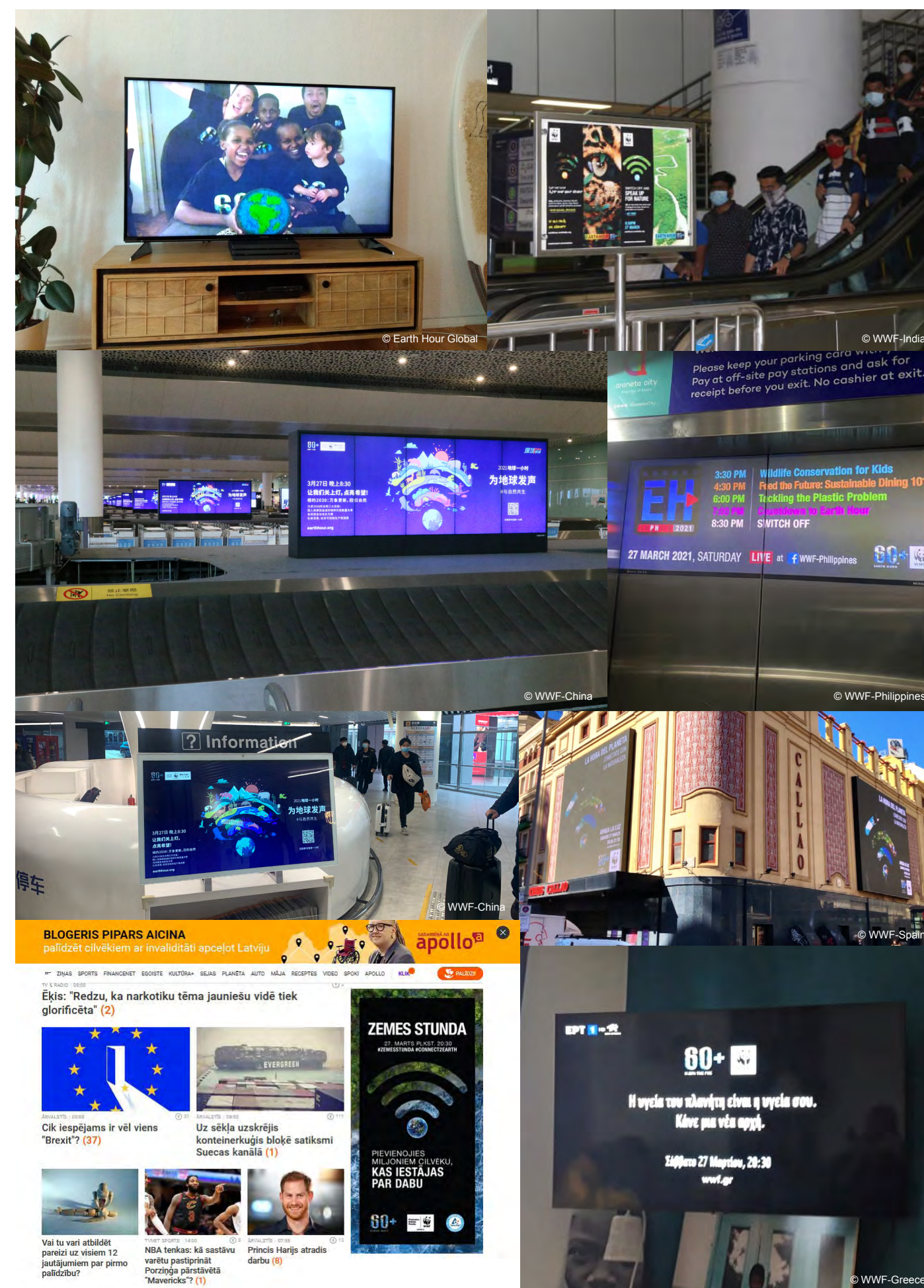


LOVE NATURE

Nature documentary channel Love Nature invites viewers to discover and explore the beauty and wonder of nature. Its powerful stories about the natural world aim to foster a deeper understanding of and connection to the planet, and inspire people to take care of it.

For the second year running, Love Nature supported Earth Hour as a regional media partner in Asia Pacific through social media channels and broadcast TV. The [Virtual Spotlight video](#) was broadcast to viewers' homes during the lights-off hour, encouraging them to join the movement and put the spotlight on Earth by sharing the video from Earth Hour social media channels.

On the [Love Nature page](#) of the Earth Hour global website, a variety of infographic and video content showed how anyone can go “beyond the hour” and #ChooseNatureFirst to make a positive impact on our planet.



CELEBRITY SUPPORT

Many actors, musicians, models, chefs, athletes and other celebrities participated in Earth Hour, and helped put the spotlight on our planet and the urgent need to take action to protect it. We saw support from tennis ace [Andy Murray](#), DJ [Armin van Buuren](#), Colombian model [Claudia Bahamón](#), actress and UN ambassador [Dia Mirza](#), Chinese actress [Dilraba](#), Olympic gold medalist [Eliud Kipchoge](#), Hollywood actor [John Kani](#), singer-songwriter and philanthropist [Miel de Botton](#), Korean actor [Park Seo-Joon](#), Jamaican recording artist [Sean Paul](#), *Modern Family* star Sofia Vergara, and even a corgi influencer [Coffee Time](#)!

These public figures in turn encouraged their combined millions of followers to join the movement and speak up for people and nature through video messages and social media posts, live sessions on social media platforms, hosting or performing in a range of Earth Hour events, as well as sharing, posting and even lending their voices to narrate local versions of the [Virtual Spotlight video](#).

ENVIRONMENT

Join Earth Hour to help save our planet

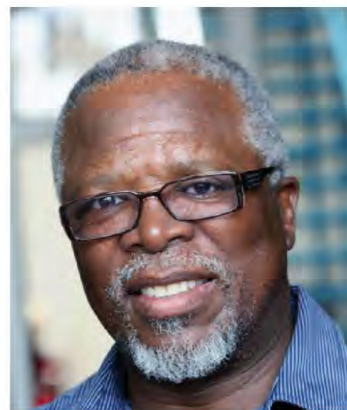
WEEKEND ARGUS REPORTER

JOIN the international community for Earth Hour, in shining the light on the well-being of the planet.

As the lights dim in our homes around the world, this year's Earth Hour is dedicated to bringing people together to play a part in environmental activities.

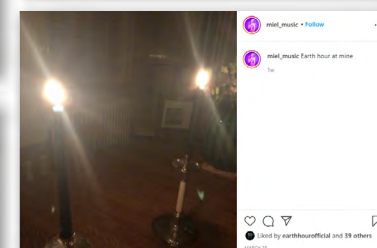
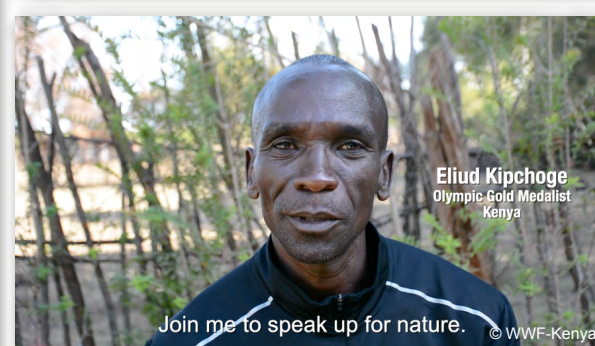
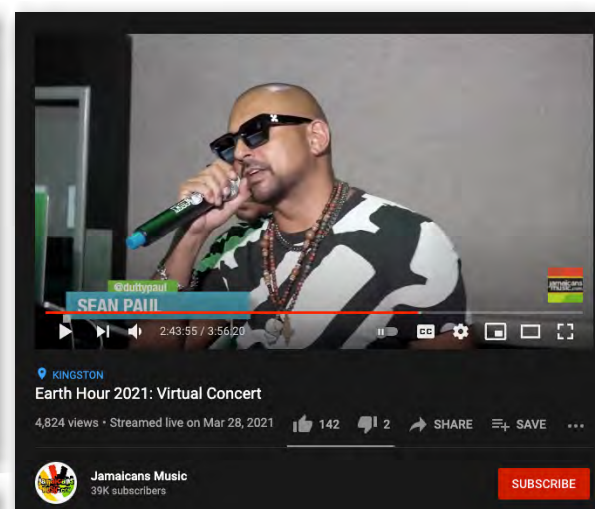
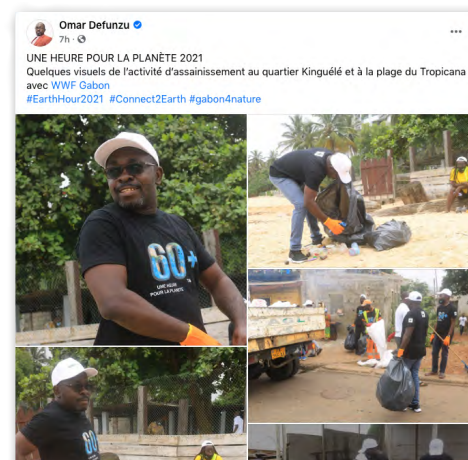
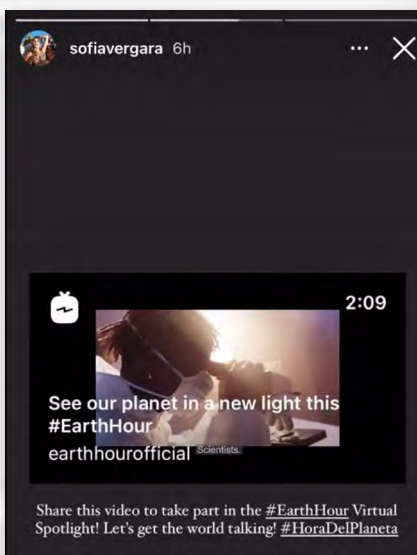
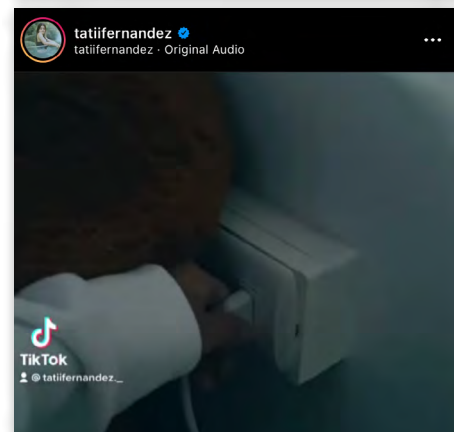
Earth Hour is one of the biggest environmental movements in the world. Hosted every year on the last Saturday of March, the goal is to get young and old people to highlight the importance of preserving our planet. Earth Hour will be supported by well-known people, musicians and companies around the world to raise awareness about environmental and climate change issues.

Actor and environmentalist, Dr John Kani, will be lending his voice for a special video to be released during Earth Hour to raise awareness about the link between nature loss and human health. *Modern Family* actress Sofia Vergara and South Korean star Park Seo-Joon will also be sharing video



DR JOHN Kani has been an earth warrior for the last 31 years.

protect our planet. "Whether it is a decline



YOUTH AND EARTH HOUR

All around the world, young people are an integral part of the Earth Hour movement – stepping up, speaking out and taking action for the planet. From children's animated series *Pocoyo* to WWF education initiatives such as the [Wild Wisdom quiz](#), as well as activities of the Scouts, YMCA and many other youth groups, young people around the world had many opportunities to learn about our planet, and take part in and contribute to Earth Hour 2021.

Several youth groups used Earth Hour as an opportunity to call for support for the [Youth Manifesto](#) #ForNature, which sets out how humanity can live in harmony with nature, and take steps to turn the manifesto demands into action.

With a huge proportion of the global population comprising young people, their voices and actions can make a huge impact on tackling climate change and restoring nature. Their determination and activism will be the driving force for making real change.

#EarthHour
#Connect2Earth



EARTH HOUR AMBASSADOR FOR YOUTH

Swiss singer-songwriter and philanthropist, Miel de Botton, was nominated as the first Earth Hour Ambassador for Youth this year. She supports the WWF Youth Engagement & Education Programme, which aims to inform hundreds of millions of young people about nature, the threats it faces and the actions that can be taken. The programme actively engages over a million young people, through various local projects as well as the Youth Manifesto, to empower and mobilize them to create a sustainable movement for change that will maximize the chances of reversing nature loss by 2030. Miel believes that young people play a pivotal role in protecting our planet, and hopes to inspire and unite them around the world to take action.

The [Virtual Spotlight video](#) featured the song *I Was Given Nature*, written by [Miel de Botton](#) and James Sanger, which highlights the importance of nature to our well-being and survival, and the need to look after it for a better future. Above all, Miel de Botton is certain that if “we all work together to be kind and caring to one another, we can also create a natural world filled with more love and understanding”.

AIIESEC

[AIIESEC](#) is the world's largest youth-led organization focusing on career opportunities and youth leadership. Working together with WWF, it is increasingly active in the nature and climate space, understanding the important role of youth advocacy for pushing sustainable impact and change. Besides [sharing the Virtual Spotlight video](#), AIIESEC used this year's Earth Hour to push its action-orientated awareness-raising campaign. This included asking its network of over 120 countries to share on their social media channels a blog titled [Earth Hour: How to Create Awareness Around You](#) about ways to create awareness of the climate crisis, and tagging family members and friends that are both supportive as well as critical of the nature and climate agenda. Additionally, members were encouraged to contact their local decision-makers on environmental issues and get involved in sustainable activities like recycling.



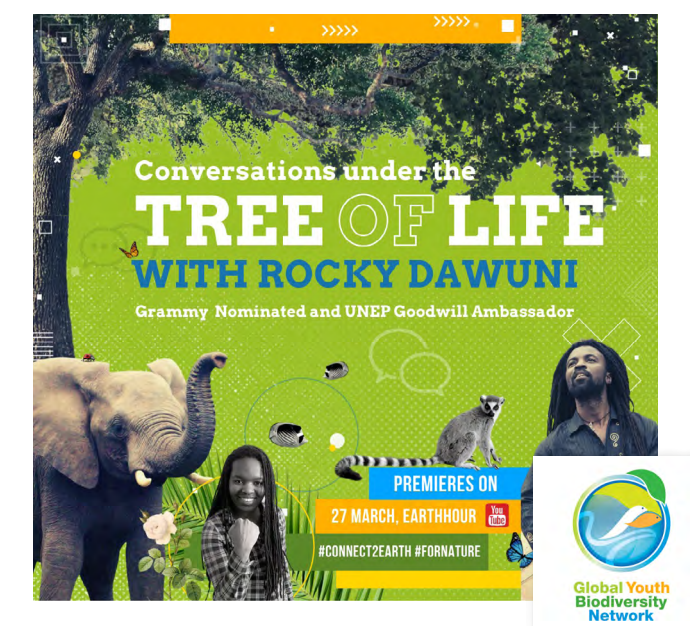
FRIDAYS FOR FUTURE

[Fridays for Future](#), the international youth movement for climate action founded by Greta Thunberg, digitally mobilized their massive network of youth activists around the world for Earth Hour. Many of them posted on their own social media channels, creating awareness and encouraging their friends and followers to play their part for the planet and participate in Earth Hour. Earth Hour social media channels also helped to highlight the movement's marches, strikes and demands from world leaders.

GLOBAL YOUTH BIODIVERSITY NETWORK

With a network of 1.2 million young people in 150 countries, the youth body of the UN Convention on Biological Diversity – known as the [Global Youth Biodiversity Network \(GYBN\)](#) – has become an important strategic partner of WWF when it comes to engaging youth environmentalists and reaching more young people around the world.

On the day of Earth Hour, GYBN launched a series of intergenerational dialogues called [Conversations Under the Tree of Life](#) on the [Earth Hour YouTube channel](#). The discussions between young people and celebrities aim to increase awareness of the [Youth Manifesto](#), as well as inform and inspire people from all walks of life.



POCOYO

As the Global Kids' Ambassador for Earth Hour since 2010, Pocoyo, along with his friends Elly, Pato and Nina, has spread awareness among young children and their parents about protecting our planet.

Zinkia Entertainment's *Pocoyo* animated series originated in Spain but is now watched in over 100 countries. For Earth Hour 2021, it produced a Pocoyo activity book and original song in English and Spanish, as well as nine episodes of the series in up to nine languages covering topics that include trees, insects, saving water, and how nature is all around us – all of which is featured on the [Pocoyo page](#) of the Earth Hour global website.

With the song and episodes accumulating more than 6.9 million views and over 2.2 million hours of watch-time across Pocoyo YouTube channels in March, Pocoyo helped shine the spotlight on our planet, encouraging everyone to come together for a healthy natural world.



WORLD ALLIANCE OF YMCAS

The [World Alliance of YMCAs \(World YMCA\)](#) operates in 120 countries and reaches 64 million young people around the world. It aims to empower young people to transform the world for the better, and do so through community programmes and services based on local issues. With one of the YMCA's key areas of focus being the environment, many of its national associations have been long-time participants in Earth Hour. This year, YMCA offices across the globe encouraged young people to live more sustainably by launching a 10-day challenge for Earth Hour, and helped put the spotlight on our planet by sharing the [Virtual Spotlight video](#).

Beyond Earth Hour, [WWF and the World YMCA](#) are working in partnership to amplify youth voices on climate justice, conservation and sustainability globally. In this partnership, the World YMCA mobilizes young people and partners for skills building, awareness creation and advocacy for sustainable development, particularly in conservation, education, and efforts to put nature on the path to recovery in the coming decade – something we call the New Deal for Nature and People.



WORLD ORGANIZATION OF THE SCOUT MOVEMENT

With over 54 million Scouts worldwide, the [World Organization of the Scout Movement](#) plays a critical role in raising awareness about the importance of nature. The Scouting mission is to contribute to the education of young people “to help build a better world”, linking perfectly to Earth Hour’s aim of empowering the world’s youth to take action for nature.

Building on the success of previous years of partnership, this year's Earth Hour saw Scouts start their journeys for environmental change through [Earth Tribe](#). Earth Tribe comprises three challenges to preserve, protect and heal nature. One of the challenges, [Champions for Nature](#), encourages Scouts to develop sustainable habits for an eco-friendly and healthy lifestyle, part of which includes participating in Earth Hour to spread awareness and encourage action for nature.



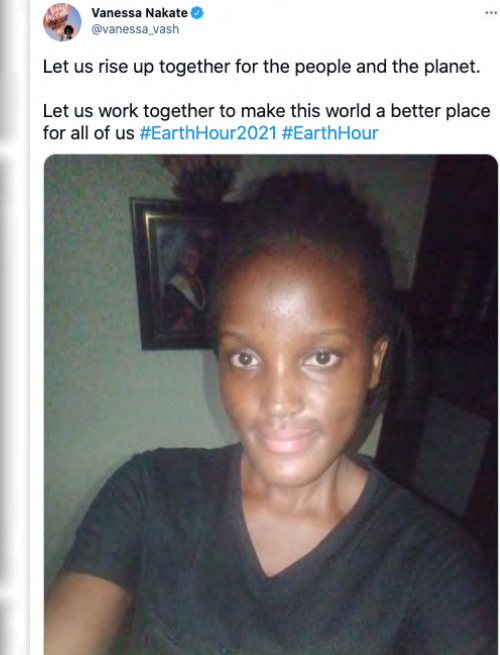
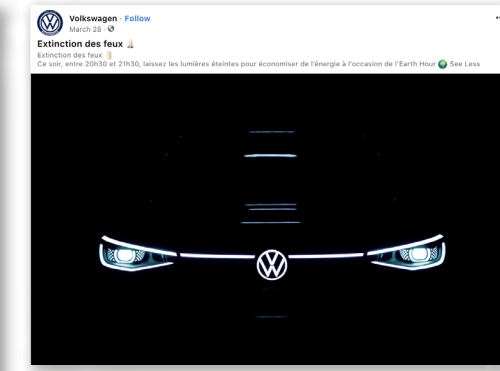
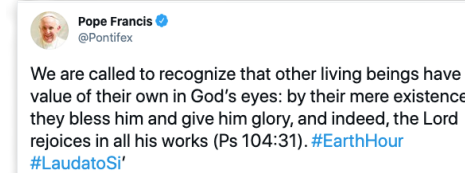
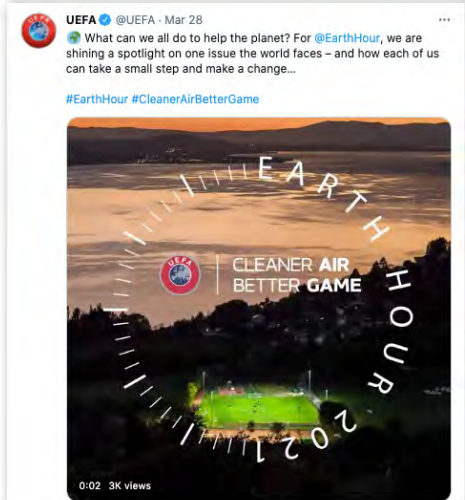
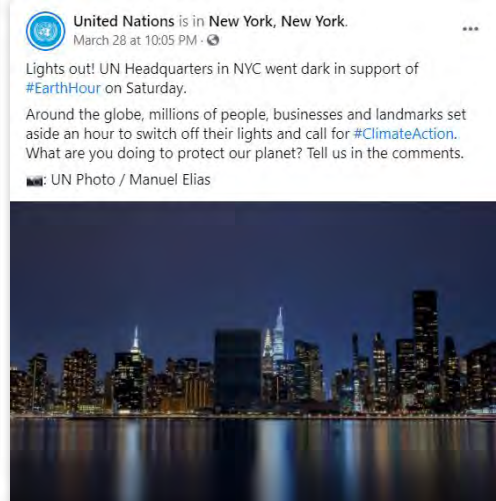
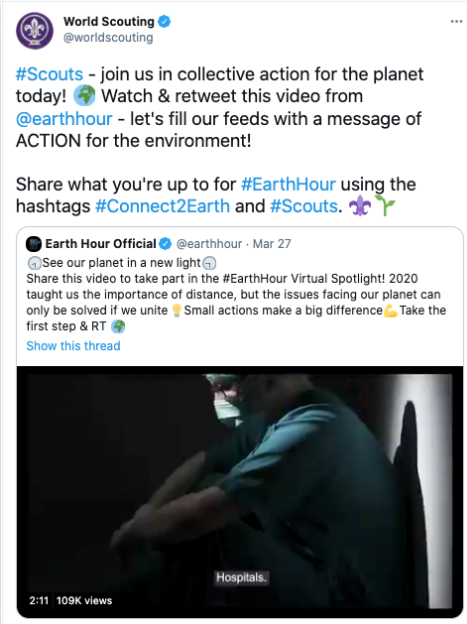
YOUTH FOR OUR PLANET

[Youth for Our Planet](#) is a global movement designed and led by young people around the world. It operates with a steering committee that includes some of the world's most influential youth advocacy groups such as [CoalitionWILD](#), [Global Youth Biodiversity Network \(GYBN\)](#), [Royal Society for the Protection of Birds](#) and the [Youth4Nature Network](#).

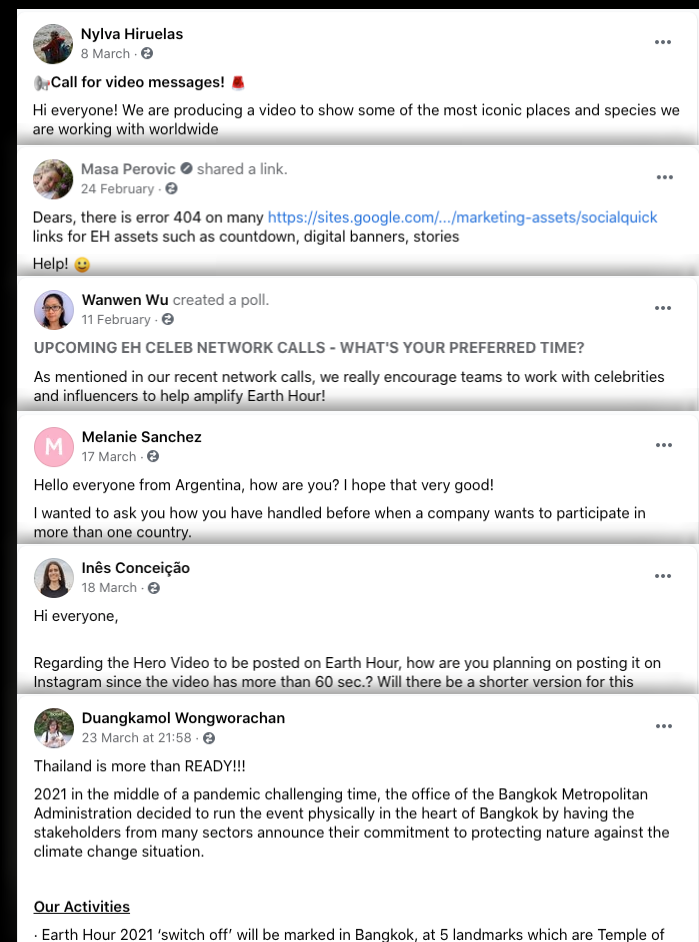
This year's Earth Hour revolved around a global push to get people to sign the [Youth Manifesto](#) #ForNature. Close to 1,000 young people also came together in March for a two-day, digital Our Planet Action Training. Organized by Youth for Our Planet, along with GYBN and WWF, the session equipped participants with the knowledge and skills to develop concrete advocacy action plans to turn the demands of the Youth Manifesto into action. As a result of the training, young people developed 197 action plans that they began to implement in 84 countries on and around the day of Earth Hour. The advocacy work will continue throughout the year, at a local level as well as during major global decision-making events.



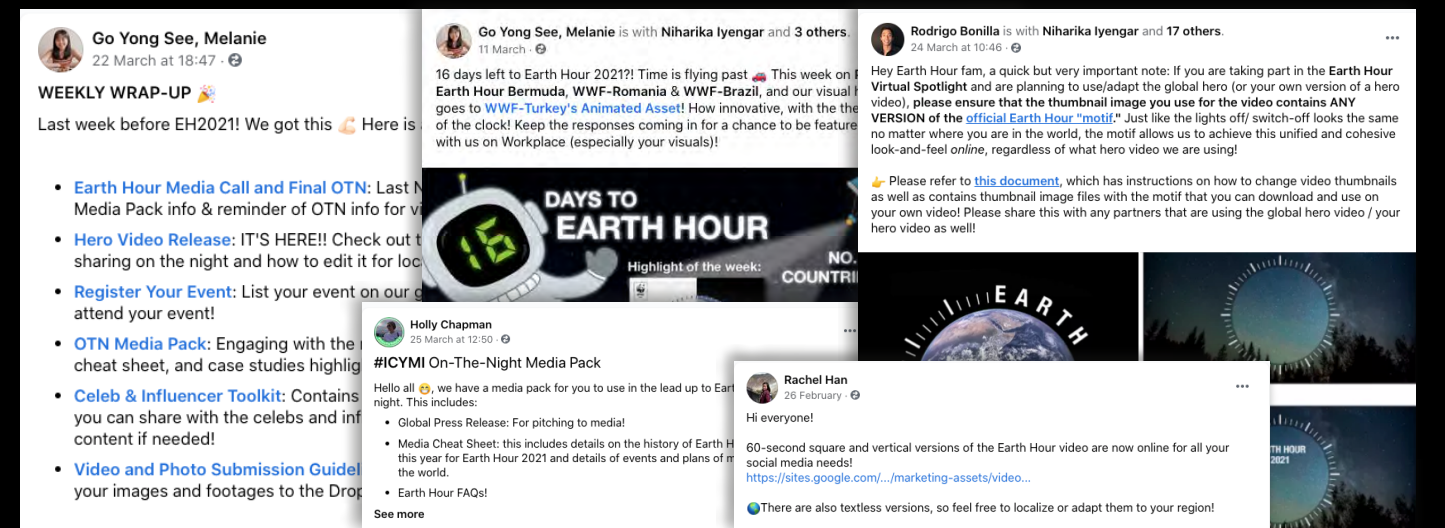
SUPPORT FROM AROUND THE WORLD







It was truly inspiring to see events and campaigns around the world taking shape over several months and watching people join the movement on the night. Earth Hour 2021 broke all records, but more importantly, it marked a moment of collective strength and perseverance that the WWF and Earth Hour network is proud of.



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