



# EARTH HOUR

26 MARCH 8:30PM #CONNECT2EARTH



## EARTH HOUR 2022 BUSINESS PACK

[Earth Hour 2022: Shape our future!](#)

[Making Nature Matter](#)

[What can you do?](#)

[How to execute a Lights Out](#)

[Event Ideas](#)

[Beyond the Hour](#)

[Reversing Nature Loss is Everyone's Business](#)

### **Earth Hour 2022: Shape our future!**

Each year, Earth Hour provides people around the world with the opportunity to show how much they care about nature – and to help others understand its vital importance in all our lives as well as the devastating threats to people and planet. A time to celebrate, but also a time to highlight the need for action.

Since its launch in 2007, the campaign has grown into one of the world's largest grassroots environmental movements – helping to give people a powerful voice on the climate and nature loss crises. But this year's event, Earth Hour 2022 (Saturday, 26 March), takes place at a particularly crucial time. An alliance of governments and organisations, including WWF, are calling for increased ambition and urgent action to halt and reverse nature loss by 2030. And, after Earth Hour 2022, world leaders will gather at the UN Convention on Biological Diversity COP15 to decide on a new global action plan for nature for the coming decade.

On the night of **Earth Hour - 26th March 2022, 8.30pm**, we will ask people around the world to switch off in solidarity with the planet. But there will be a broader call to action: that everyone has a part to play in shaping a new future for people and planet, from taking individual steps towards living sustainably to urging companies and governments to help build an equitable, nature-positive and net-zero carbon future.

Last year's Earth Hour reached millions of people in a record-breaking 192 countries and territories. And we would love Earth Hour 2022 to match or even exceed this incredible success. But everything now depends on colleagues from around the WWF Network uniting to promote Earth Hour and its vital underlying message.



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## Making Nature Matter

Nature underpins everything. The air we breathe, the water we drink and the food we eat all rely on functioning natural systems and the production of common goods, livelihoods and our health and wellbeing also rely on nature. Crucially, protecting nature is also a key solution to counteracting the effects of climate change. We can't beat climate change without protecting nature nor re-establish a thriving natural world without a stable climate.

Without recognising the costs, people have taken more and more from nature, with human activity altering landscapes and ecosystems beyond recognition; polluting waterways, filling the oceans with plastic waste and destroying nature on an unprecedented scale.

It's vital that we reverse the loss of biodiversity - the variety of life on Earth and places where they live - and it's vital that we restore destroyed and deteriorated ecosystems as they underpin a healthy natural world.

2022 is a critical year for the planet. As we continue adapting our lives to the impacts of COVID-19 and the catastrophic events of the past year(s), we must create a "new normal" that puts people and planet first. We cannot return to "business as usual." We need to build a nature-positive, net-zero carbon and equitable future.

You can help by acting for people and planet this Earth Hour – from striving to live more sustainably to influencing world leaders to do the right thing. Everyone has the power to shape our future!

## What can you do?

There are lots of things you can do to show your support on and around the hour. Businesses can play a huge role in setting an example for others and supporting their employees with sustainable initiatives.

- Take part in Earth Hour digitally! Check out <https://www.earthhour.org/> to find out more
- Join the [Earth Hour Business mailing list](#) to receive sustainability updates.
- Conduct employee engagement activities to educate and fundraise on and for nature.
- Encourage your supporters and employees to participate in Earth Hour and adopt more sustainable daily habits or [join the #ShapeOurFuture contest](#).
- Share the Earth Hour 'Hero video' when it goes live to shine a spotlight on nature. [Find out more here!](#)
- Nominate your Earth Hour Champions! Do you know someone who inspires others to protect our planet and tackle the greatest environmental issues of our time? [Nominate them here](#) for a chance to be featured on the Earth Hour global channels.
- Sign up to the [Business for Nature Call-to-action](#)
- Join the conversation on social media. Follow us on:



- Facebook: <https://www.facebook.com/earthhour/>
  - Twitter: <https://twitter.com/earthhour>
  - Instagram: <https://www.instagram.com/earthhourofficial/>
  - Tik Tok: <https://www.tiktok.com/@earthhourofficial>
  - LinkedIn: <https://www.linkedin.com/company/earth-hour-global/>
- Tag @EarthHour and use #Connect2Earth and we'll share your posts on our timelines and to our online community of millions.
  - Take part in Earth Hour from the comfort of your own home! Here are a few ideas of how you can spend the night: <https://latest.earthhour.org/earthhour-at-home>
  - Change your Twitter and/or Facebook cover image to show the date, location and time of your Lights-out event. You can find some suggested [Cover Images](#) here.
  - Countdown to the day by utilising the [countdown images here](#) on your social media pages. Use #EarthHour or #Connect2Earth in your social posts to help your message reach as many people as possible.
  - Use our [partners social pack](#) to share about Earth Hour with your followers! It includes countdown assets, support posts, GIFs and more!



*Click on the image above to get your very own handbook for employee engagement.*

### How to execute a Lights Out

- Switch off non-essential lights in your buildings, facilities and signage during Earth Hour from 8:30 p.m. to 9:30 p.m. For offices that are closed over the weekends ensure your employees switch off lights when they leave on Friday evening.
- For larger buildings, plan ahead with facilities and building managers to manage the logistics of switching off non-essential lighting for Earth Hour including neon lights – in and around your properties.



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26 MARCH 8:30PM #CONNECT2EARTH

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- Post messages on all your communication channels and platforms, using #EarthHour and #Connect2Earth– tell everyone about why your organisation is partaking in Earth Hour. Encourage your staff to do the same.
- Elect ongoing sustainability champions for your business. Their job will be to ensure lights are out and appliances are switched off not only for the hour but at the end of each working day. The Earth Hour Employee Engagement Handbook can be found [here](#).

## Event Ideas

- **Tune in to an Earth Hour event** - Tune in and stream our live events on the night of Earth Hour! Check out our directory of events [here](#).
- **Host a physical or digital event** - We've put together a [useful handbook](#) to help guide, inspire, and empower you to organise an event this Earth Hour that people and the planet will love. These could be:
  - **Sustainable offerings** - Run special sustainable offerings and promotions on the night of Earth Hour! Own a restaurant? Create a special sustainable menu with plant-based foods! Own a store? Showcase your most environmentally friendly products! Own a coffee shop? Give discounts for people who bring their own reusable cups!
  - **Hold sustainability-related events or on-the-night performances** - If local COVID-19 guidelines allow, run workshops on being more sustainable. You can also host a dinner-in-the-dark event, open-mic poetry or stand-up comedy night, or an evening performance by a local singer or musician. These could also be run as livestreams!
- **Watch Our Planet: Our Business** - The global business community can be a powerful force to drive action for nature - find out why we are confident that change is possible. Watch "Our Planet: Our Business", a new film for businesses inspired by the Netflix series "Our Planet" for free on YouTube [here](#)!

## Beyond the Hour

- Turn off lights after office hours or install motion-sensor lighting
- Install energy saving light bulbs and devices (e.g. timers on lighting)
- Minimise printing and photocopying
- Do not print emails unless absolutely necessary
- Turn off printers, computers, monitors, microwaves and coffee machines at the power points at the end of the day or when unused for long periods (this could shave 5% off your electricity bills)
- Provide and encourage staff to use recycling facilities and compost areas for food waste
- Connect with WWF in your country and ask them how they help businesses, industries and groups to change their practices to be more sustainable, and what practices you can adopt

## Reversing Nature Loss is Everyone's Business

Earth Hour is not just for one hour; the point is also to carry on sustainable activities beyond the hour. That means making a commitment to a continual change throughout the year that reduces your impact on



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26 MARCH 8:30PM #CONNECT2EARTH



the environment. Here are ten steps<sup>1</sup> your business can take on the journey towards stewardship and sustainable transformation:

## 1. Know your impacts and business risks

Climate action failure, extreme weather, biodiversity loss, natural resource crises and human environmental damage rank as the top risks over the next 5-10 years, according to the [2022 WEF Global Risk report](#).

Climate risks now dominate global concerns in both the short and long term as the world enters the third year of the pandemic. A good place to start your sustainability journey is to use tools like the [Natural Capital Protocol](#) to assess environmental risks and dependencies and improve value chain management, or the enhanced WWF [Water Risk Filter](#) that enables companies and investors to assess and respond to water risk.

## 2. Set targets

Creating milestones and using standards will help demonstrate progress. A plethora of sustainability standards for commodities like timber, soy and palm oil enable companies to track progress on resource stewardship. This also ensures security of supply and attracts investment. WWF can help you to identify the standard that is right for you.

## 3. Collaborate with peers

This can improve efficiency and sustainability. Collaborating with others and participating in sectoral or cross-sectoral platforms such as the [Sustainable Apparel Coalition](#) and the [CEO Water Mandate](#) have become common practice.

## 4. Embrace radical transparency

Transparency is key to achieve transformation at scale. Disclosing your company's sustainability performance can create incentives for other companies in your sector to follow suit and support cross-sector collaboration for sustainability. There is also a lot of value in companies sharing the lessons learned through their sustainability journeys with peers and other stakeholders.

## 5. Define your purpose and gear business models for sustainability

A clear company purpose that drives business and sustainability can help customers to make informed choices and live more sustainably. Food, energy and water are critical resource challenges for any company, and offering sustainable products to customers has become standard practice for many. Plastic pollution is now receiving the attention it deserves, focusing attention on circular and regenerative business models.

## 6. Invest in nature

Looking across the landscapes where you source materials and energy, and investing in nature with others, can deliver transformative change. Reversing environmental decline often requires a [landscape](#)

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<sup>1</sup> Actions adapted from Nature Means Business – A WWF Corporate Partnerships Publication - [panda.org/naturemeansbusiness](https://panda.org/naturemeansbusiness)



# EARTH HOUR

26 MARCH 8:30PM #CONNECT2EARTH



[approach](#) that looks beyond company and sector boundaries and addresses conservation and development.

## 7. Be an advocate for nature

Reaching and influencing decision-makers and billions of consumers are key in driving more sustainable behaviour and addressing systemic challenges. But no organisation can meet this challenge alone. Get involved by joining [Business for Nature](#), a global coalition uniting the business voice for a nature. Having the courage to be a pioneer and using your authority and credibility can inspire others to advance social justice and sustainability.

## 8. Innovate for sustainability and deliver on the SDGs

Putting sustainability at the heart of innovation and using the SDGs to shape outcomes offer the best return on investment. The [Sustainable Development Goals \(SDGs\)](#) and the [Paris Climate Agreement](#) provide a universal agenda for change with significant business opportunities. The SDGs could create 380 million jobs and unlock \$12 trillion – but only through partnership.

## 9. Leverage new technology

Using new technology can support innovation and help meet milestones. [New technology](#) is helping leading companies to innovate and revolutionise supply chains. The Pacific Islands' tuna industry, for example, is using blockchain to help stamp out illegal fishing and human rights abuse.

## 10. Ask for help

If you're still not sure where to start please get in touch. The time to act is now. Whether you're at the beginning of your sustainability journey or a business leader ready to spearhead innovation, accelerate sustainability and restore nature, we are ready to collaborate.

Take the first step – contact [WWF Global Partnerships](#).

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