

EMPLOYEE ENGAGEMENT HANDBOOK

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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WHY NATURE MATTERS TO BUSINESS

SHAPE OUR FUTURE





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.



Over 50% of global GDP is dependent on nature. Businesses are more dependent on nature than previously thought, with approximately \$44 trillion of economic value generation moderately or highly dependent on nature. Construction, agriculture, and food and beverages are the largest highly nature-dependent industries.

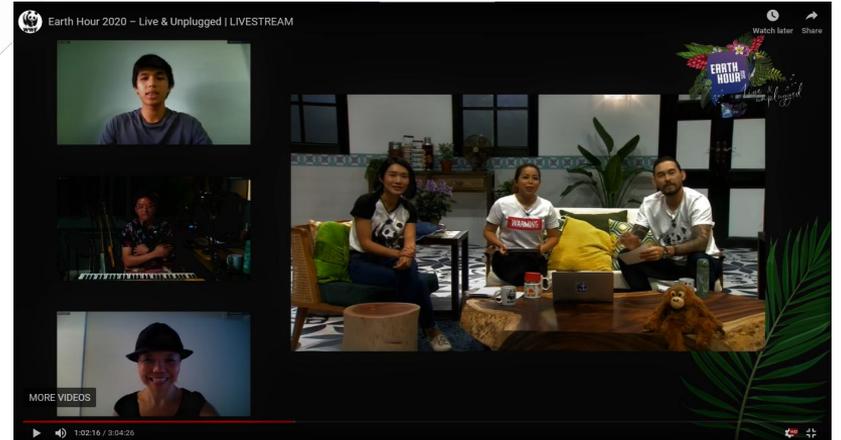


It's vital that we reverse the loss of biodiversity - the variety of life on Earth and places where they live - and it's vital that we restore destroyed and deteriorated ecosystems as they underpin a healthy natural world.



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.

ENGAGEMENT IDEAS: PHYSICAL / DIGITAL





Get your employees to switch off
on 26 March 2022! ([Email template](#) and [tips to participate at home](#))



Run an employee fundraising
campaign for nature



Run educational film
screenings of [Our Planet](#),
[Our Business](#) and host
green talks



Organise beach/coastal/city
clean ups - great for team
building and educational
purposes



Run an interdepartmental
quiz competition ([Quiz
template](#))



Organise nature runs or trails
where colleagues race against
each other

Practical tips for physical company-wide 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.

GOING BEYOND THE HOUR



Setting up Green Teams in your office

You have what it takes to create momentum and lead action for sustainability at work, but that doesn't mean you have to do it alone. Forming a green team is one of the most effective actions you can take for long-term success. If you are just starting your sustainability journey, focus on this as your first step.

A full guide is available [here](#) from **WWF-Canada!**



- Build a core green team group.
- Determine priority focus areas.
- Establish the team structure.
- Determine the process for recruiting.
- Conduct outreach and select members.



Minimize power use and waste in office operations

- Turn off lights after office hours or install motion-sensor lighting
- Install energy saving light bulbs and devices (e.g. timers on lighting)
- Minimize 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

Examples of events from past years



Samsung - Worldwide

Globally, forty-five Samsung offices including Samsung Electronics headquarters in Suwon, Korea, participated in Earth Hour. The electricity cost saved, coupled with employee donations, helped fund the delivery of 1,000 solar-powered LED lamps to regions suffering from power shortages.



Digital City, Suwon, Korea before (left) and after lights-out



Samsung India Headquarters in Gurgaon before (left) and during the Earth Hour on March 21

Verizon - Worldwide

Verizon employees across the globe switched off their lights at 8.30 PM for one hour in around 550 Verizon buildings and 3,000 Verizon employee homes across roughly 40 countries, helping to raise energy-efficiency awareness and promote sustainable living.

James Gowen, Chief Sustainability Officer for Verizon, said, "Earth Hour provides each of us with a chance to not only act as greener citizens, but to also share and influence others to live greener lives. With Verizon Green Team members located across the globe, we are motivated and mobilising for the fifth straight year to work green and live green in honour of Earth Hour."



Hilton - Thailand

After taking part in a pre-Earth Hour activity whereby staff and management of the Hilton Hotel Pattaya took part in a race around the 34 floors of this luxury hotel perched above Central Festival Pattaya Beach, the main movement to commemorate Earth Hour took place on the evening of 29th March, when at exactly 8.30pm lights were turned off for a full hour. The event which is held worldwide is to raise awareness of global climate changes and saving energy.



OnTime Group - UAE

OnTime Group, a holding group of 16 companies, engaged with their employees and customers by simply contributing in the nation-wide campaign #LightsOffGreenOn through social media activity and education.



For more information:

Check out our website earthhour.org

Follow us on social media:



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

Get in touch: contact@earthhour.org

ANNEX



Employee Email Template

Memo to All Employees of [COMPANY NAME] From [NAME OF CEO/CHAIRMAN]

On Saturday 26 March 2022 at 8:30 p.m., [NAME OF YOUR COMPANY] will join millions of people across the globe in switching off the lights of our business premises and our homes for one hour as part of Earth Hour, the world's largest grassroots movement for the environment. By taking part in this global "lights out" event, we will be acknowledging our commitment to #Connect2Earth this Earth Hour.

Everyone has a role to play to help save the planet. World leaders need to take drastic action to address the major challenges we're facing. Companies need to change the way they produce and use resources. And, as individuals, we can all do our bit for nature, from buying responsibly and avoiding single-use plastic, to reducing food waste and using public transport.

This is the motivation behind Earth Hour 2022, which aims to raise awareness of how we can all make a difference for the planet, our home.

This year, Earth Hour focuses on enhancing awareness on biodiversity loss and climate change, sparking conversations about these very real issues. Earth Hour 2022 is calling on individuals around the world to help shape our future. Use your everyday interactions and your social networks to ignite conversations about nature and climate and share as you learn. Follow #EarthHour and #Connect2Earth to keep up with the conversations.

Help us make sure the lights do actually go out at 8.30 p.m. on March 26, by switching off all non-essential office lights and unplugging non-essential equipment before leaving the building if you happen to be there on Friday, 25 March, the day before Earth Hour. In addition, we would like to encourage everyone to also participate by turning off your lights at home during the event. Share the moment with family and friends and consider how you can reduce your ecological footprint with commitments that benefit the planet beyond the hour.

Sincerely,

(sender)

NATURE & CLIMATE QUIZ TEMPLATE



1) What is biodiversity?

- A boyband
- A brand of oil
- The variety of all living things
- A plant species

Ans: Biodiversity refers to the variety of life that exists on Earth. Biodiversity is comprised of several levels, starting with genes, then individual species, then communities of creatures and finally entire ecosystems, such as forests or coral reefs, where life interplays with the physical environment. These myriad interactions have made Earth habitable for billions of years; the air you breathe, the water you drink and the food you eat all rely on biodiversity.

NATURE & CLIMATE QUIZ TEMPLATE

**2) True or False:
Wasting less food is a
way to reduce
greenhouse gas
emissions.**



Ans: True. More than a third of food produced globally never makes it to the table. Some of this wasted food spoils in transit, while consumers throw some of this food out. Food loss and waste account for around 8.2 percent of the total human-made greenhouse gas emissions.

NATURE & CLIMATE QUIZ TEMPLATE



3) Which of the following is a greenhouse gas?

- CO₂
- CH₄
- Water Vapor
- All the above

Ans: All the above. Greenhouse gases may be a result of natural occurrence or human activity. These gases include carbon dioxide (CO₂), methane (CH₄), water vapor, nitrous oxide (N₂O) and ozone (O₃). Fluorinated gases are also considered to be greenhouse gases. Greenhouse gases act like a heat-trapping blanket, making the Earth habitable for humans. However, human activities have increased emissions of greenhouse gases into the atmosphere beyond what the Earth can support, resulting in climate change.

4) Which of the following is **NOT** a reason why biodiversity is important?

- **Biodiversity loss would decrease water quality**
- **There are too many animal species in the world**
- **Many species act as a pest control**
- **Biodiversity ensures food security by supplying a wide variety of plant and animal species for nutrients. Biodiversity loss decreases available nutrition**



Ans: The correct answer is "There are too many animal species in the world." Biodiversity is important for many fundamental reasons. For one, biodiversity promotes healthier, maintained ecosystems that provide services to us, such as protected water resources and recovery from disasters. The genetic variety of crops, livestock, and marine organisms used for food ensures that humans are provided with a healthy, nutrient-rich diet. A variety of diverse species ensures biological control, including regulating pests in ecosystems.

NATURE & CLIMATE QUIZ TEMPLATE

5) Which of the following are consequences associated with climate change?

- **The ice sheets are declining, glaciers are in retreat globally, and our oceans are more acidic than ever**
- **Surface temperatures are hitting new heat records each year**
- **More extreme weather like droughts, heat waves, and hurricanes**
- **Global sea levels are rising at an alarmingly fast rate — 17 centimeters (6.7 inches) in the last century alone and getting higher**
- **All of the above**



Ans: All of the above. All of these are problems associated with climate change. The majority of scientists agree that many of these effects are caused by human contribution to the greenhouse effect. Extreme weather events, droughts, heat waves and rising sea levels are already having devastating effects on the most vulnerable countries and communities.

NATURE & CLIMATE QUIZ TEMPLATE



6) What can you do to help fight climate change?

- **Divest from fossil fuel companies**
- **Engage yourself in the science behind climate change**
- **Vote for political candidates who will advocate for climate-related legislation and policy improvements**
- **All of the above**

Ans: All of the above. Along with these important steps, we also suggest adding your voice to the issues surrounding climate change, investing in clean energy companies and taking personal actions to reduce your impact on the planet.

NATURE & CLIMATE QUIZ TEMPLATE



**7) True or False:
Deforestation is the second
leading cause of global
warming in the world.**

Ans: True. Deforestation is the second leading cause of global warming worldwide, and it produces about 24% of global greenhouse gas emissions. Deforestation in the tropical rainforests contributes more carbon dioxide to the atmosphere than the sum of all cars and trucks that drive on the world's roads.

NATURE & CLIMATE QUIZ TEMPLATE

8) What can you do to fight deforestation?

- **Leave forests standing and plant more trees**
- **Reduce your use of products made from wood fiber including paper and cardboard**
- **Demand forest products from sustainable sources and deforestation free supply chains**
- **All of the above**



Ans: All of the above. All of these are things that you can do to help fight deforestation. We also suggest recycling forest products that you use, choosing to buy recycled forest products, seeking products that include sustainable palm oil, and supporting organizations that reforest and conserve.

NATURE & CLIMATE QUIZ TEMPLATE

9) How much of the Earth's land is covered by forests?

- 5%
- 10%
- 16%
- 31%



Ans: 31% of the Earth's land is covered by forests. Forests produce oxygen and provide homes for both people and animals. Forests also provide food, water, clothing, and traditional medicine and act as carbon sinks.

NATURE & CLIMATE QUIZ TEMPLATE

10) Which is NOT a factor contributing to the loss of biodiversity?

- **The planting of trees**
- **Urbanisation**
- **Climate Change**
- **Over-exploitation of species**



Ans: The planting of trees. Species are subject to overexploitation, which may be due to poaching, hunting, or harvesting. When the climate changes, animal species have to adapt; temperature differences may send signals that cause reproduction or migration at the wrong time, when species aren't ready. Deforestation and habitat destruction, particularly for urbanization and development, also lead to the loss of biodiversity.

NATURE & CLIMATE QUIZ TEMPLATE

11) How many species of plants, animals, and insects are being lost every day?

- 1
- 388
- 137
- 12



Ans: According to [recent estimates](#), the world is losing 137 species of plants, animals and insects every day to deforestation. A horrifying 50,000 species become extinct each year.

NATURE & CLIMATE QUIZ TEMPLATE

12) Globally, which of the following economic sectors emits the largest percentage of greenhouse gas emissions?

- **Transportation**
- **Buildings**
- **Agriculture, forestry and other land use industries**
- **Electricity and heat production**



Ans: The electricity and heat production sector emits the largest percentage of global greenhouse gas emissions at 25%. The agriculture, forestry and other land use sector is a close second at 24%.

NATURE & CLIMATE QUIZ TEMPLATE

13) What percentage of total global greenhouse gas emissions are produced by the fashion industry?

- **Less than 1%**
- **5%**
- **10%**
- **15%**



Ans: 10%. The fashion industry is responsible for 8-10% of global greenhouse gas emissions. If it does not accelerate its response to climate change, by 2030 it will produce twice the volume of emissions required to align with Paris Agreement global warming targets.

NATURE & CLIMATE QUIZ TEMPLATE



14) What % of Global GDP is dependent on Nature?

- Over 10%
- Over 20%
- Over 50%
- Over 70%

Ans: Over 50%. Businesses are more dependent on nature than previously thought, with approximately \$44 trillion of economic value generation moderately or highly dependent on nature. Construction, agriculture, and food and beverages are the largest highly nature-dependent industries.

There is potential for a win-win-win for nature, climate, people and the economy if business and economic actors can respond with urgency to protect and restore nature and start regularly identifying, assessing, mitigating and disclosing nature-related risks to avoid potentially severe consequences

NATURE & CLIMATE QUIZ TEMPLATE

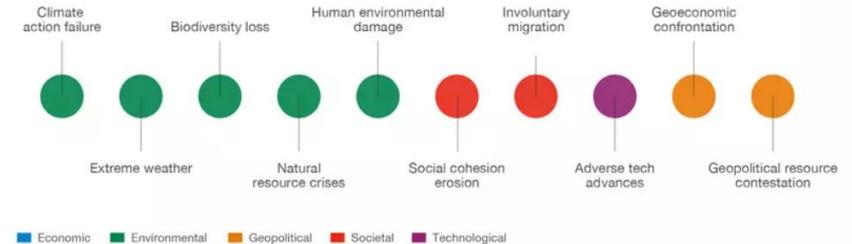
15) According to the World Economic Forum's Global Risks Report 2022, what are seen as the biggest challenges facing humanity over the next 5-10 years?

- **Climate action failure**
- **Extreme weather**
- **Biodiversity loss**
- **Natural Resource Crises**
- **Human Environmental damage**
- **All of the above**

Ans: All of the above.

Top Long-Term Global Risks

Over the next 5-10 years



Source: World Economic Forum Global Risks Report 2022

NATURE & CLIMATE QUIZ TEMPLATE

QUIZ END - Pass

8 or more questions correct

**You're a sustainability champion!
Participate in Earth Hour this year and
join the social media conversation by
following #EarthHour and
#ShapeOurFuture**

QUIZ END - Fail

7 or less questions correct

**Don't fret! All of us play an important
role in protecting our planet and every
bit of knowledge helps. Participate in
Earth Hour this year and join the social
media conversation by following
#EarthHour and #ShapeOurFuture**