



EARTH HOUR
28 MARCH 8:30PM



**RAISE YOUR VOICE
FOR NATURE**
#CONNECT2EARTH



WWF's Earth Hour 2020 Event Guidelines

Thank you for expressing your interest in joining Earth Hour 2020, which aims to showcase that anyone and everyone can do their part in helping us #ChangeTheEnding! We're thrilled that you will be celebrating Earth Hour in your respective areas. Here are some guidelines that could help you mount your own event.

THEME:

We are running out of time. We are facing an environmental crisis. 2010-2019 was the hottest decade ever recorded, the recent Australian bushfires easily beat the Amazon rainforest fire in size, marine life from unfathomable depths wash up on shore with plastic in their bodies, and the climate crisis will be irreversible by 2030. Our commitments have not been able to sufficiently stop the environmental and climate crisis. Storms are now stronger than ever before and extinction rates have continued to rise, while human suffering continues to grow with the loss of environmental integrity. Scientists predict that we only have ten years left to reverse the current trend of environmental degradation - and we must act now.

We want to instill a sense of urgency in Filipinos when it comes to this crisis, and to push for our proactive participation in switching on for a better world. We need to rally Filipinos to switch off our inaction by committing their individual actions for the planet and making Earth Hour their own personal advocacy for the environment. Together, we can still #ChangeTheEnding.

PROGRAM:

You can include the following ideas to your celebration of Earth Hour:

- **Messages:** Begin your celebration by having someone give a background on Earth Hour and why it is essential for us to signify our support for conservation, and why we have to be proactive instead of reactive. Should you be interested in inviting someone from WWF-Philippines to do this, please do not hesitate to contact us as soon as possible so we can arrange for the presence of our representative.
- **Video presentations:** Share video presentations on Earth Hour with your event attendees. Feel free to use videos found on the Earth Hour YouTube channel: <https://www.youtube.com/user/earthhour>, as well as our campaign hero video, which we will be sending to you as well once you signify your interest in participating in this year's Earth Hour celebration.
- **Switch-off performances:** Think of how you can make Earth Hour an inspiring celebration for nature. During the switch off at 8:30 – 9:30 pm, have an individual or a group perform. You can have them perform a song number, acoustic performance, or even spoken poetry – if the performers have pieces dedicated to nature, encourage them to include these in the performance.
- **Earth Hour pledges:** Ask your participants to share their pledge to #ChangeTheEnding. You can do this ahead of the switch-off and invite selected entries to share on stage.



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SWITCH-OFF:

The symbolic “lights-off” hour will be from 8:30-9:30pm. Please ensure that all possible non-essential lights will be turned off at this hour. You can also have a countdown five minutes prior to the switch-off!

Aim to make the event as energy efficient as possible.

Official Hashtags: #EarthHour2020, #ChangeTheEnding, #Connect2Earth

Use the power of social media to show how you can #ChangeTheEnding on March 28! Share with us why nature matters to you and how you are doing your part to protect the Earth. Post photos and ideas on how you can contribute to WWF-Philippines’ #ChangeTheEnding movement, which aims to showcase environment-positive actions, personalizing the campaign and showing others that anyone and everyone can do their part in reversing nature’s destruction.

GENERAL REMINDERS:

It is important that all Earth Hour events contribute to the conservation of our planet so it is essential to maintain cleanliness throughout the activity. Here are some general reminders:

- **Use of reusable items are highly encouraged** – Prior to the event, please remind all participants to bring their reusable tumblers, cutlery, bags, and straws to minimize trash produced. Kindly refrain from using single-use plastics but if needed, ensure that these will be properly disposed of.
- **Set up a water refilling area** – Having a water refilling station will encourage the use of reusable tumblers. This will also prevent unnecessary water bottles from adding to the waste.
- **Order food in bulk** – If you’re providing food during the event, try ordering from restaurants that serve in bulk to avoid using single-use plastics.
- **Keep decorations simple** – In the event that you would want to have Earth Hour decorations, please use minimal decors and refrain from using plastic *banderitas* or tarpaulins. Using candles, lanterns and balloons is also discouraged.
- **CLAYGO and manage waste** – Remind participants to “Clean as You Go” and have disposal bins that will promote segregation of trash. Kindly ensure that the event area will remain free from trash during and after Earth Hour.

PROMOTIONAL MATERIALS:

Should you wish to create your own promotional materials, please note the following guidelines:

1. Consultation & Sign-off Procedure: Please consult WWF-Philippines’ Integrated Communications Manager, Ms. Pamela Luber, to obtain official sign-off prior to production. The WWF brand / logo **must NOT be used** for commercial purposes.
2. Use of Time / Date & URL: always include the Earth Hour time and date and Earth Hour URL.



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3. Use of the Earth Hour Logo & Official Partner Logos: the suitability of use of the Earth Hour logo and partner logos on other communication materials is up to the discretion of the Communications team in the respective country/city and/or Earth Hour Global team.
4. Positioning of Non-partner / Sponsor Logos: Non-partner/sponsor logos must never appear next to Official Partner logos in communication.
5. Use of the Non-partner / Sponsor Statement: Non-partner/sponsor logos must be accompanied by the following words defining their support in all communications: “[Business/NGO/community group name] is committed to Earth Hour.”

DOCUMENTATION

Take pictures and videos of your Earth Hour celebration. Follow these tips in taking videos of Earth Hour in your respective areas. We highly encourage you to share these using the official hashtags above and email your event photos at earthhour@wwf.org.ph for upload in WWF-Philippines' official social media page.

10 TIPS FOR FILMING ON-THE-NIGHT

1. Choose the correct shooting settings (**1920x1080p** if possible, or the highest resolution your camera allows)
2. Keep the camera **steady**, and wherever possible, use a tripod.
3. Avoid constantly zoom in and out or pan left to right. Find a point of interest in your frame and compose your shot. Only use a **slow, well-controlled zoom in** if you want to emphasize a certain element in your frame, and a **slow, well-controlled zoom out** if you want to reveal the surroundings of a point of interest or to show the scale of the whole scene. Use a pan to reveal elements (e.g. a long line of participants) or to follow actions (e.g. a parade).
4. Go for a wide stationary shot to capture the lights off moment. Set up your camera in advance so you do not miss the lights off moment. Roll the camera **before the lights are shut off and keep it running** for at least 30seconds afterwards
5. Don't forget to **capture some good closeups** of people's faces. Nothing reflects the emotion and spirit of Earth Hour more than the beaming faces of participants. Remember to include participants of all races, genders and age groups, but also ask permission from the subjects if their photos can be taken and shared publicly!
6. To add some interesting shots, you can try to **encourage people to interact with the camera and ask them to wave while they are being filmed**. You can also ask them to say their pledges and / or the official hashtags on-camera. Below are some examples of statements that you can ask your participants to say:

“I am _____ from _____ and I commit to #ChangeTheEnding by _____.”

7. Look out for **recognizable symbols such as the Earth Hour logo**, event banners or famous landmarks, and include them in some of your shots to add identity to the event.



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8. **Do NOT use any in-camera special effects** such as black and white, sepia, or slow motion. These effects can be easily created in editing, but cannot be reversed, so focus on capturing the event and leave the special effects to the editor.
9. **Prepare extra memory cards (or tapes) and fully charged batteries.** It would be a shame to miss wonderful moments because of a dead battery! Also, it's a good idea to write-protect your memory cards right after using them and transfer the clips to a computer at the earliest opportunity to prevent accidental loss of material.
10. If you have attached an external microphone, make sure to **check your input settings and your recording levels.** If you're using the internal mic, also check the recording levels to make sure it's not too low or too high. If you don't understand how these work, it's best to leave audio settings on auto.

QUESTIONS AND CLARIFICATIONS

Please don't hesitate to contact our Earth Hour team for questions or clarifications:

*Earth Hour Philippines National Director: **Atty. Angela Consuelo S. Ibay**, gibay@wwf.org.ph*

Earth Hour Philippines Social Mobilization Team, earthhour@wwf.org.ph

*WWF-Philippines Assistant Manager for PR, Media, and Events: **Ms. Chezka Guevarra**,*

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*WWF-Philippines Integrated Communications Manager: **Ms. Pamela Luber**, pluber@wwf.org.ph*