

## EARTH HOUR 2014 FAQs

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### 1. What is Earth Hour?

Earth Hour is a global campaign to showcase what can and is being done all over the world to combat climate change. Earth Hour is a worldwide initiative showing how individuals, communities, businesses and governments can address the threat of global warming if we resolve to work on it together.

Earth Hour unites communities, ushering in a new era of environmental consciousness by encouraging personal accountability and behavioural change to facilitate a low-carbon lifestyle.

The highlight of the Earth Hour campaign will see hundreds of millions of people from different races, religions, cultures and socio-demographic turn off their lights, united in celebration and contemplation of the one thing we all have in common – our planet.

### 2. When does Earth Hour take place?

Earth Hour 2014 will be held on Saturday, March 29, between 8.30PM and 9.30PM.

### 3. What does Earth Hour ask people to do?

Earth Hour encourages individuals, businesses and governments to show leadership on climate change through their actions, to use Earth Hour as a platform to showcase to the world what measures they are taking to reduce their carbon footprint.

Earth Hour asks everyone to take personal accountability for their climate impact and make behavioural changes to facilitate a low-carbon lifestyle. Taking the first step is as easy as turning off your lights.

By switching off your lights for Earth Hour you are making a statement on the indiscriminate threat of global warming and a commitment to a low-carbon lifestyle.



As a partner we invite you to encourage all to:

1. Switch off or dim their non-essential lights, including streetlights, signages and key monuments, during this global 'lights out' event on Saturday, 29 March at 8:30pm for one hour.
2. Release a memorandum inviting your constituents to join and be part of Earth Hour 2014.

Earth Hour 2010 succeeded in being a global call to action to stand up, to take responsibility, and lead the global journey to a sustainable future. A record 128 countries and territories took part and iconic buildings and landmarks from Asia Pacific to Europe and Africa to the Americas stood in darkness.

In 2011, it has spread and grown to include 5251 cities in over 135 countries for Earth Hour 2011. A record-breaking 1661 Filipino cities and municipalities went dark. But Earth Hour doesn't stop here, capitalizing on the potential of every individual as the solution; it shall continue to ignite the green imagination of many Filipinos for years to come.

In 2012, the country clinched the top spot for four straight years with 1671 cities, provinces and municipalities participating. Rough estimates peg the power saved to be at least 362MWh during the 60-minute blackout: a drop of 214MWh was recorded for the Luzon grid, 91MWh for Mindanao and 57MWh for the Visayas.

Earth Hour 2013 pushed for the promotion of the 'I Will If You Will' (IWIYW) campaign. The IWIYW campaign empowers individuals, groups, businesses, institutions and organizations to share a dare or challenge with the world by asking everyone *"What are you willing to do to save the planet?"* The campaign centralized in forming a 'social contract' between two parties where one party is connected to a 'promise' and the other party to a 'challenge.' Participants were encouraged to share their dares through social media. It encourages the spread of the spirit of environmental awareness and protection by uniting people to a common goal of saving the planet in a positive and interactive way.