



EARTH HOUR

People. Climate. Social
EH 2016



WWF



135

WWF is in
135 countries, on
7 continents

**World Wide Fund for
Nature**

Our new name reflects
our greater mandate

1961

WWF was founded
In 1961

1300

WWF has over
1300 conservation
projects globally



With over 50 years of experience, the **World Wide Fund for Nature** or WWF is the world's largest and most influential environmental-solutions organization, working in more than 100 countries through the support of 5 million people worldwide. WWF's twin tenets are to:



Conserve biodiversity.



Reduce the human footprint.



PHILIPPINE PROJECT SITES



Climate Change Solutions



Forest and Water Conservation




Marine Conservation



Environmental Education





In 2007, Earth Hour wowed the world with an unprecedented 'lights off' showing the world what people can achieve when they stand united for action on climate change.

In the years since, the Earth Hour movement has harnessed the power of the crowd to switch off the lights of iconic landmarks around the world and achieve lasting environmental impacts.





Switch Off

EARTH HOUR
19 MARCH 2016, 8:30 PM
QUEZON MEMORIAL CIRCLE

**IMAGINE THE EXPONENTIAL
CHANGE THAT IS POSSIBLE
WHEN WE ACT TOGETHER FOR
THE PLANET**





SO, HOW DO WE ENGAGE INDIVIDUALS
TO CREATE EXPONENTIAL CHANGE?



SOCIAL MOBILIZATION

The screenshot shows the official website of the Office of the President of the Philippines. The header features the Presidential Seal and the text "OFFICE OF THE PRESIDENT OF THE PHILIPPINES" and "TANGGAPAN NG PANGULO NG PILIPINAS". A yellow navigation bar contains links for "The PRESIDENT", "The PALACE DESK", "Our Government", "SPECIALS", "SERVICES", "GALLERY", and "CONTACT US".

NEWS

 **Palace encourages everyone to participate in 'Earth Hour 2015'**
March 22, 2015

The Palace on Sunday encourages Filipinos to participate in "Earth Hour 2015" slated on Saturday evening, March 28.

"We encourage our people to participate in Earth Hour 2015 by voluntarily switching off all lights for one hour, from 8:30 to 9:30 in the evening, on Saturday, March 28."

"In so doing, Filipinos will be showing their solidarity with the rest of the world in efforts to combat climate change, thereby promoting a cleaner, healthier and greener world," said Presidential Communications Operations Office Secretary Herminio Coloma, Jr., in a radio interview over dzRB Radyo ng Bayan.

Earth Hour is a worldwide grassroots movement of the World Wide Fund to unite people to take action for the planet.

 *Jeep Time* THE NEW FILIPINO TIME March 25, 2015 20:22:54

LATEST SPEECHES

PNoy EDSA 29th speech
Talumpati ng Kagalang-galang Benigno S. Aquino III Pangulo ng Pilipinas Sa pagdiriwang ng ika-29 na anibersaryo ng EDSA Revolution [Inihayag...]
... read more

Statement of Sec. Balisacan on the 2014 Q3 Performance of the Philippine Economy
STATEMENT OF SEC. ARSENIO M. BALISACAN 2014 Q3 NATIONAL INCOME ACCOUNTS PRESS CONFERENCE 27 November 2014 PSA-NSCB Operations Room, Makati...
... read more



SOCIAL MOBILIZATION

22 MARCH 2015 SHARE

- ▶ Palace encourages everyone to participate in 'Earth Hour 2015'
- ▶ Palace elated with survey saying Filipinos rank fifth happiest citizens in the world

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This year's global tagline is "Use Your Power to Change Climate Change."

For the Philippines, the main switch-off will be held at the Quezon City Memorial Circle, according to Earth Hour Philippines.

From 2009 to 2013, the Philippines has earned the title of "Earth Hour Hero Country" as the country topped the participation records.

Earth Hour Philippines will be donating portable solar lamps to off-grid communities to help them safely and economically light up their homes, Coloma said.

"We echo the statement of Earth Hour Philippines as follows: "When we unite towards a common goal, we can change climate change." Let us all participate in Earth Hour 2015 from 8:30 to 9:30 p.m. on Saturday, March 28," Coloma reiterated. PND (ag)

TOP

Figure 1. Screen captured image of a press release statement from PCCO posted on March 22, 2015

Leagues	Memorandum Circular
League of Provinces of the Philippines (LPP)	G.A. Resolution No. 2015-004; March 26, 2015
League of Cities of the Philippines (LCP)	Ref. No. 2015-03-05; March 19, 2015
League of Municipalities of the Philippines (LMP)	Memorandum No. 007, Series of 2015; March 20, 2015

EARTH HOUR 2016

Switch off non-essential lights and signages

Hold your own **event** / Switch off **key monument**

Release a **memorandum**

Mobilize the **private sector** and **your constituents**

Go **BEYOND THE HOUR**

This Earth Hour, Shine A Light On
CLIMATE ACTION



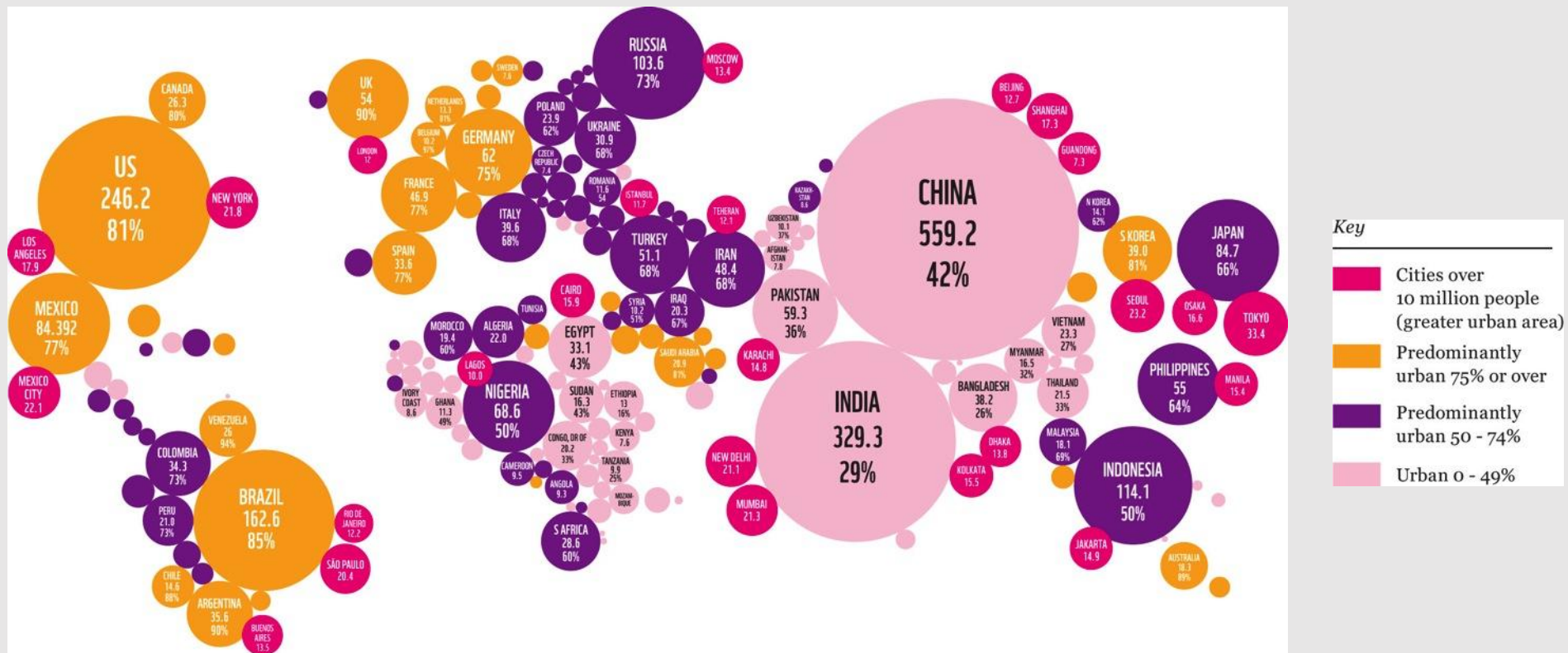


Cities are hotspots of global environmental change.



Urban population

The number of people living in cities in each country of the world in 2010, together with the percentage of the population in countries with large urban populations.




UN population division. Figure drawn by the World Business Council for Sustainable Development in WBCSD, 2012, based on data from the UN Population Division UN, 2010.



Laudato Si, Paragraph 44

“Nowadays, for example, we are conscious of the disproportionate and unruly growth of many cities, which have become unhealthy to live in, not only because of pollution caused by toxic emissions but also as a result of urban chaos, poor transportation, and visual pollution and noise. Many cities are huge, inefficient structures, excessively wasteful of energy and water. Neighborhoods, even those recently built, are congested, chaotic and lacking in sufficient green space. We were not meant to be inundated by cement, asphalt, glass and metal, and deprived of physical contact with nature.”

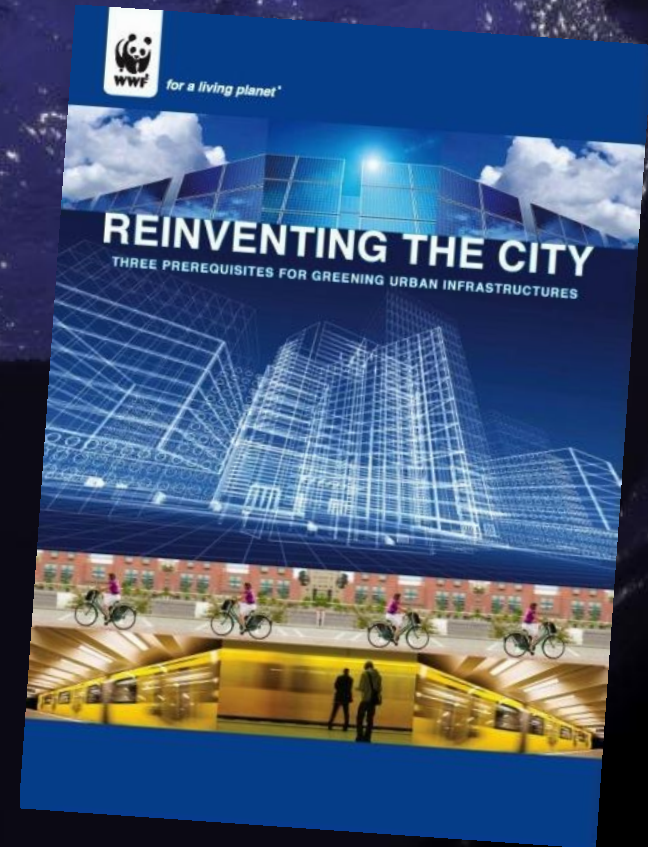


Our battle will be lost or won in cities

Urban residents already account
for 70% of global carbon emissions

By 2050 the global urban population
will almost double

\$350 trillion to be invested in urban
infrastructure over next 3 decades



An aerial photograph of a densely populated urban area, likely in the Philippines. The image shows a vast expanse of colorful, multi-story buildings with roofs in shades of red, blue, green, and yellow. A dark river or canal winds through the urban landscape, particularly visible on the left side. The overall scene depicts a highly concentrated population in an urban setting.

Around 44M Filipinos live in urban areas

PLATFORM
&
RESOURCES
FOR CITIES



COMPACT
of MAYORS





*In a climate defined future
cities need to rise up to the
challenge. NOW.*





EARTH HOUR

EARTH HOUR 2016
19 MAR 8:30PM