



60+

EARTH HOUR

Presentation by Mandy Jean Woods  
WWF International



## EARTH HOUR by the numbers:

- **10 years old** – one of the longest running climate change campaigns in the world
- **178** – number of countries who implemented Earth Hour actions
- **2.4 million** - number of individual actions taken in the 2016 campaign to help #changeclimatechange including participating in on-the-ground activities for reforestation and recycling, digital petitions for climate-friendly policy and online campaigns to promote climate awareness and action.
- **4** – key themes in 2016 campaign: renewable energy, protection of forests, sustainable food and agriculture, water and waste management
- **2.5 billion** – number of people reached through all elements of the campaign in 2016
- **US\$30m** – value of pro-bono spaces offer to and utilised in the 2016 campaign



## The power of people:

**Earth Hour** is a global environmental movement of WWF that mobilises hundreds of millions of people to make a difference for the planet. Its core vision is to create environmental impact by utilising the power of the crowd.



# Our Recipe for Success: Making Climate Action Understandable, Relatable, Accessible

**Earth Hour** bridges the gap between policy and grassroots to make climate action understandable, relatable and accessible to all. It inspires and empowers millions around the world to make the switch from passive bystanders to active participants in global efforts to fight climate change.



## Our concept seems to defy boundaries

There is a sense of empowerment that every Earth Hour supporter, regardless of age, profession or location, goes home with and that is our biggest strength.

It is hard today to have a movement or event that brings these points together but if you do, you almost have a the magic formula for success!

A group of cyclists participating in an Earth Hour event. They are wearing helmets and high-visibility gear, and are riding bicycles. The scene is illuminated by stage lights, and a large circular graphic is overlaid on the image containing text.

**“Earth Hour  
reminds us that  
we all have a  
role to play.”**

**Ban Ki-moon**  
UN Secretary-General



Thank you!

[www.earthhour.org](http://www.earthhour.org)

[mwoods@wwf.org.za](mailto:mwoods@wwf.org.za)