



Earth Hour 2009 – New Zealand

Overview for Corporates



Earth Hour global overview

In 2006, Earth Hour was established by three core partners - WWF-Australia, Fairfax Media and Leo Burnett, Sydney, as a community project. Its objective was to highlight solutions and encourage involvement¹ across all levels of society, from government to business to individuals, to address climate change.

Earth Hour sought to secure full community involvement in a campaign that demonstrated that a simple act conducted on a collective basis can make a difference.

The aim was to present a simple, accessible and inclusive message that encouraged business and communities in Sydney to turn off lights for one hour on Saturday 31 March at 7.30pm and, where possible, commit to the long-term objectives to reduce Sydney's emissions by 5 per cent by the end of the first year of Earth Hour.

The amazing response and involvement from Sydneysiders truly illustrated that the majority of people and businesses want to be part of dealing with climate change and were highly motivated by a sense of hope rather than despair².

Earth Hour's success depended on individuals, businesses and community and government organisations taking up the challenge and integrating Earth Hour into their day-to-day activities³.

In 2008, Earth Hour was celebrated by 28 partner cities across the world, including Christchurch, as people, businesses and organisations turned out their lights for one hour to show their commitment to fighting climate change. Over 50 million people took part across the globe in 35 countries.

In 2009, Earth Hour takes place at 8.30-9.30pm on March 28th. WWF's goal is for 1 billion people to take part in Earth Hour next year and already, 50 countries have signed up to take part.

Earth Hour has become about much more than climate change. It's become a movement for change and an envoy of hope.

¹ The tone of Earth Hour is collaborative, engaging and non-political

² Recent research from Publicis Mojo indicates that 61% of New Zealanders feel that it is their individual responsibility to do something about climate change

³ The Publicis Mojo research also indicates that people feel it is time to move from issues to solutions



Earth Hour New Zealand overview

WWF-New Zealand holds the license for the Earth Hour brand here in New Zealand. Our aim is to enable every New Zealander to take part in Earth Hour 2009 in some way, should they wish to do so.

WWF-New Zealand's role is to make it easier for organisations to roll out the Earth Hour campaign in their locales and to ensure that there is consistency in the broad messaging, branding, and social and environmental outcomes sought throughout the country.

Integral to the success of Earth Hour is that it is easy, simple and fun and has the ability to cross all borders. This inclusive approach⁴ means that a huge number of people are able to take part in the ways in which they can, feel capable of or want to.

Earth Hour is not a one-off event and the real power in Earth Hour is making it part of our lives beyond the event itself⁵. The outcome we are all seeking is the same and that is to unite our communities to act for the environment.

Whilst the genesis of Earth Hour is about communities making a stand and taking action on climate change, the messaging is less explicit and needs to be relevant and resonate at many levels – globally and nationally but also, and very importantly, locally.

We are seeking to empower individuals and unite our communities - these are the essential cornerstones that will help lay the foundation for our communities to take long-term action for the environment. Earth Hour is a part of the journey but by no means the end-point.

⁴ People are invited to take action, not directed

⁵ WWF-New Zealand is presently developing a longer-term campaign focusing on long term behaviour change of which the Earth Hour event is part thereof.



Messaging

Global messaging

Primary messages:

- Turn off your lights for one hour on March 28, 2009 at 8.30PM
- Take part in Earth Hour

Secondary messages:

- Register your support for action on climate change
- Add your voice to the growing number of people who support the fight against climate change
- Everyone's accountable
- Encourage everyone you know to participate
- Earth Hour can help you reduce your carbon footprint

New Zealand messaging

Primary messages:

- Take part in Earth Hour
- Turn off your lights and any unnecessary appliances for one hour on March 28, 2009 at 8.30PM

Secondary messages/themes:

- Empowering individuals and uniting communities to live more sustainably
- Add your voice to the growing number of people who support the fight against climate change
- Sign up to www.earthhour.org

Further messages/themes:

- Celebrate and preserve the Kiwi way of life