



How your business can support Earth Hour 2009

At 8:30pm on 28 March 2009, towns and cities across the world will turn off their lights for one hour, sending a powerful global message that it's possible to take action on climate change and that it's easy to take small steps and make a difference.

There are many ways business can support **Earth Hour** in 2009, from turning out the lights in buildings on the night through to communicating **Earth Hour** messaging and your sustainability stories and emissions targets to customers, tenants, partners and clientele.

The following information provides you with some suggestions as to how you can take part but in the true nature of Earth Hour, it's up to you and your organisation to as to how you wish to take part – our main aim is that you do.

1. Turn out the lights at 8.30pm Saturday 28th March 2009

Turn out the lights in your buildings, facilities and signage for one hour at 8.30pm on Saturday 28 March 2009.

For larger buildings, the facilities and building managers need to manage the logistics of switching off non-essential lighting for **Earth Hour** – including neon lights – in and around your properties.

2. Communicate Earth Hour to tenants

For leased properties, building owners need to communicate with tenants regarding turning their lights off for one hour for **Earth Hour** at 8:30pm on 28 March 2009.

3. Communicate Earth Hour to partners, clients, suppliers and other networks

Provide information about **Earth Hour** to partners, clients, suppliers and other organisations your business works with on a regular basis. We further encourage you to promote the Earth Hour Prius competition using the web collateral available from the end of February onwards.



4. Communicate Earth Hour to your other offices nationally and globally

Talk to your offices in other cities both nationally and around the world, and explain what you are doing to support the movement. Encourage organisation-wide participation and promote the Earth Hour Prius competition using the web collateral available from the end of February onwards.

5. Communicate Earth Hour to your staff

Business support for **Earth Hour** is about every level of your organisation becoming involved, from CEO and Board members through to administrative staff.

Communicate **Earth Hour** to all staff using email and other newsletters, posters, intranet, SMS, website, staff associations and committees.

Encourage staff, colleagues and their families to take part in **Earth Hour** on 28 March and commit to living more sustainably and reducing their emissions both in the workplace and at home.

IAG EMPLOYEES GET BEHIND EARTH HOUR



6. Communicate long-term Earth Hour goals

Earth Hour is not just about one hour, it's about making long-term changes to the way we use electricity both in the workplace and at home, living more sustainably and preserving the kiwi way of life.

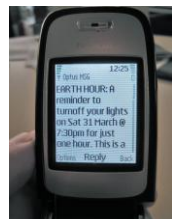
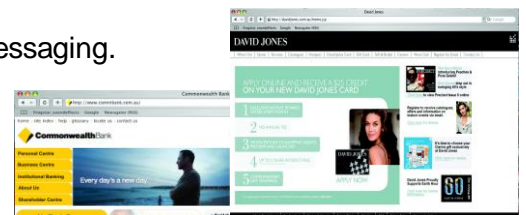
When communicating with tenants, customers, other offices and staff, consider what secondary messaging to include.

See 'Overview for Corporates' for the global and national messaging.

7. Communicate Earth Hour to your customers

Communicate **Earth Hour** to your customers, encourage them to take part in **Earth Hour** on 28 March, take steps to living more sustainably and commit to long-term emissions reductions.

- Include a link to the **Earth Hour** website or host an **Earth Hour** banner on your homepage (downloadable from the **Earth Hour** website from the end of February)
- Include **Earth Hour** in any email or SMS bulletins you send to customers
- Include **Earth Hour** messages on bills/statements/catalogues/other printed material you send to



customers

- Promote **Earth Hour** in stores/branches/terminals/foyers/stadiums/shopping centres
- Run joint promotions in the lead-up to **Earth Hour**
- Does your business have video screens, radio or other broadcast services where you can run **Earth Hour** TVC, radio ad or a logo frame/slide?
- Are there other ways you can spread the **Earth Hour** message through your facilities, services, products and channel?

8. Communicate Earth Hour to the general public using advertising and other channels

Support **Earth Hour** by donating advertising space or by running your own **Earth Hour** advertising product in the two-week lead-up to 28 March.

Use the artwork in the corporate pack or attach the logo to your own communications.

Modify existing **Earth Hour** advertising product – print and online advertising – to include your brand and specific **Earth Hour** message. Or create new product.

Contact your advertising and media buying agencies to plan how your business can spread the **Earth Hour** word by contributing advertising space and product, and contact your Earth Hour Project Director.

Logo Mandatories for Earth Hour Participants and Other Supporters

Companies/groups which are not Official Earth Hour Partners/Sponsors but that wish to develop their own advertising or promotional material in support of Earth Hour are permitted to use the Earth Hour brand as per the following conditions:

a. Consultation & Sign-off Procedure

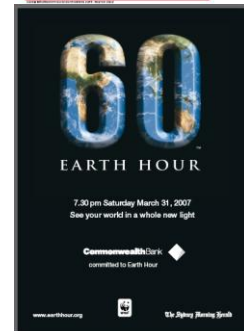
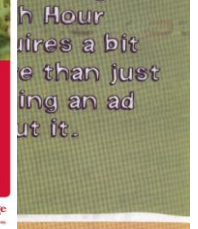
Supporting companies developing support material must consult with the Earth Hour Project Manager in their respective country/city/district, and obtain official sign-off prior to production.

Please contact the New Zealand Earth Hour Project Director, Dairne Poole at dpoole@wwf.org.nz or on 0272123103, if you have any questions or need to find out whom to talk to in your area.

b. Use of Time/Date & URL

Supporter communication must always include the Earth Hour time and date and Earth Hour URL.

c. Use of the Earth Hour logo & Official Partner logos



The Earth Hour logo is downloadable from the New Zealand pages of www.earthhour.org. Please feel free to use the logo as per the above instructions and the Earth Hour brand guidelines. We also request that you let us know you are using it so that we know what you have planned and can promote this on the website.

Please do not use the WWF logo unless you have obtained permission from the Earth Hour Project Director or are using the stock creative provided in the corporate pack.

In New Zealand, national partners' logos include the WWF logo, TV3, MORE FM, Toyota Prius and Trade Me. The suitability of use of the national partner logos on supporter communication is up to the discretion of the national partners. Please contact Dairne Poole for further details regarding the latter should you need them.

d. Positioning of Supporter Logos

Supporter logos must never appear next to Official Partner logos in communication.

e. Use of the Supporter Statement

Supporter logos must be accompanied by the following words defining their support, in all communication:

"[Business/community group name] is committed to Earth Hour."

For full brand guidelines please refer to the Earth Hour 2009 Brand Guidelines included in the Corporate Communications Pack.

9. Distribute Earth Hour poster and flyer or purchase T-shirts for your staff

Earth Hour uses three promotional products to promote the **Earth Hour** message to members of the public; the **Earth Hour** A2 poster, the **Earth Hour** DL Flyer and the **Earth Hour** t-shirt.

The posters and flyers can be used in shop fronts, on counters, as a letter drop to residents or customers or handed to customers.

T-shirts are available for bulk purchase (minimum order 50 units) at \$11 per unit through Helen Kleindienst at hkleindienst@wwf.org.nz. The order form is included in the corporate pack. Orders must be received by March 3rd in order for you to receive them by March 20th.

As per the brand guidelines, you are able to position your brand on the poster, flyer or t-shirt using the supporter statement and we encourage you to do so. Placing your brand alongside the Earth Hour brand and helping getting the message out clearly advertises to your staff and clientele your commitment to Earth Hour.

10. Communicate your sustainability story

Many businesses have recognised the importance of having a sustainable workplace. In its first year, **Earth Hour** set a target for Sydney to reduce its emissions by five per cent. This could be achieved by turning off lights when not in use and taking appliances like computers and printers off standby when not in use.

Since then, many businesses have assessed the emissions of their business activities and set targets – short and long term – for the reduction of these emissions over time.

Earth Hour is an opportunity to communicate the steps your business is taking in order to be more sustainable.

Please send us your statements of support for Earth Hour and let us know what steps your business is taking to be more sustainable and/or reducing your emissions.

11. Sign up your business at www.earthhour.org

Show your support for **Earth Hour** by signing up your business at www.earthhour.org. This simple act helps you communicate your business' commitment to living more sustainably – to staff and clients.

12. Tell us what your business is doing for Earth Hour

Earth Hour has many opportunities to feature what your business is doing to support the initiative, from media and PR through to the **Earth Hour** website and email bulletins.

Contact us to discuss potential promotional opportunities for your business.

Earth Hour Contacts

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