



WWF



SUPPORT PACK



EARTHHOUR

**The Boy's Brigade: your
guide to WWF's Earth Hour**

8.30pm, 26 March 2011

ONE HOUR. ONE WORLD. ONE FUTURE

Our beautiful planet provides us with everything we need to live – the water we drink, the food we eat, the materials for our homes, and much more. The ‘great outdoors’ is also the place where we relax and have fun. And it’s not just ours – we share it with other people, as well as the millions of other animals and plants that make our planet a rich and diverse place to be.

Our world is now under greater pressure than ever before. In fact, if everyone consumed as much as we do in the UK, we’d need between two and three planets like Earth to support us. We need to live within the resource limits of our one world. And we need to care for it so that wildlife and people alike can thrive – now and in the future.



WWF'S EARTH HOUR NEEDS YOU!

WWF's Earth Hour is a moment in time when people around the world send a message to world leaders that they care about tackling climate change and protecting the natural world.

The numbers are growing every day. But our campaign needs your commitment. WWF's Earth Hour is an inspiring message of hope and action. Just imagine how powerful our voice will be if we all act together.

Register to take part at wwf.org.uk/earthhour

'WEAR IT BRIGHT!'

Spread the word

- Ask all your friends and family to get involved.
- Share information about what you're doing with your members, the local press, other local groups or your national organisation.
- Let us know what you'll be doing to help create a world with a bright future.

BRING WWF'S EARTH HOUR INTO ONE OF YOUR USUAL GROUP MEETINGS IN THE WEEKS LEADING UP TO THE BIG NIGHT BY HOLDING A FUNDRAISING 'WEAR IT BRIGHT' EVENT. INVITE GROUP MEMBERS TO WEAR THEIR BRIGHTEST, BOLDEST-COLOURED CLOTHES - SUCH AS THEIR LOUDEST T-SHIRT.

Earth Hour should be an exciting evening to celebrate our wonderful planet and think of fun ways to look after it.

You could:

- Make your 'Wear it Bright' event an open-house, and invite everyone – parents, friends and family – to come along and wear something bright too. It'll be a fun and colourful experience for everyone who attends.
- Organise a brightly coloured face-painting competition.
- Hold a colourful cake or fruit stall.
- Run your usual group meeting by candlelight, or you could make your own lanterns.

Take photos of your event and share them with The Boys' Brigade 'Get Up and Go' team.

Every penny you raise at WWF's Earth Hour events will help our work to create a future where the world's people and nature thrive. From preserving amazing places like the Amazon rainforest – vital to the planet's wellbeing – to protecting species, great and small.

If your group is doing other environmentally-focused activities, such as energy reduction and recycling projects, wildlife gardening or growing their own food, you might wish to keep a percentage of the funds you raise to support this ongoing work.

Visit wwf.org.uk/earthhour/localgroups for fundraising support materials. These include guidelines, posters and certificates for the brightest dressed. Or you can order our Earth Hour DVD.

WWF'S EARTH HOUR THEMED EVENINGS

Celebrate WWF's Earth Hour while enjoying an entertaining evening with friends. Here are some ideas of things to do.



Lantern carnivals

Lanterns are great fun to make and will help to create a spectacular event. Lantern template – see box below for instructions

Wildlife walks

Organise a night-time nature walk to find out what the hedgehogs, insects, bats and birds get up to when the sun goes down.

Festival of food

Hold a food festival or pot-luck supper. Invite people to prepare their favourite foods for a community picnic.

Games night

Enjoy some alternatives to all those electronic games – such as card games, board games like Monopoly, Scrabble, draughts, chess, and snakes and ladders, or parlour games such as charades or Botticelli (visit www.seedsofknowledge.com/parlour-games.html). We've suggested some other games below.

Skills evening

Invite people to share their expertise by showing others how to do something that they do well – such as mending a puncture, making a candle, changing a car tyre, making a kite, making the very best paper aeroplane, or taking a cutting from a plant...

EARTH HOUR LANTERN

1. Download the Earth Hour lantern template from:
www.earthhour.org/assets/pdf/kids/KidsLanternKit.pdf
2. Decorate your lantern with a message and/or image linked to Earth Hour.
3. Fold the paper along the centre fold line and cut along the lines marked 'cut'.
4. Roll the paper into a tube shape and stick the top edges together with glue or tape.
5. Use a strip of paper to make a handle for the lantern – stick it on so that it forms an arch over the top of your lantern.

WWF'S EARTH HOUR FUN STUFF

We've tried to suggest activities that'll be lots of fun. Please use your own discretion as to which would be most suitable for your age group.

13m

NUMBER OF PEOPLE IN THE UK WHO PARTICIPATED IN LAST YEAR'S EARTH HOUR.

Earth Hour 'Kim's game'

Before you play, select a number of energy and climate change related items such as a light bulb, tin can, windmill, toy car or plastic bag. Look at all the items and images and discuss how they're linked to climate change. Hide a number of items and/or images under a tea towel. Remove the towel to reveal the items for 15 seconds. Replace the towel and ask players to remember what's there. You might remove each item from under the towel as it's listed.

1,700

MORE THAN 1,700 SCHOOLS SWITCHED OFF AND DIMMED THEIR LIGHTS FOR EARTH HOUR.

Sardines in the dark

One or two players hide, and the rest of the group count to 40. The players then try to find the ones who are hiding; when they do, they join them in their hiding place – hence the name sardines. The last ones to find the group are the losers. You could try playing it outside in the dark!

Lantern snatch in the dark

Two or three players guard a lantern; everyone else tries to rescue the lantern. This game is best played outside, where there is some cover to hide in, and it should be timed. The winner is the one who has the lantern at the end of play.

1

NUMBER ONE SUBJECT ON TWITTER THAT DAY.

Dragons' den

Groups are given an item or image. Their task is to sell their 'perfect product in the battle against climate change' to the dragons – played by the rest of the group.

Chalk circle

Everyone lines up at one end of the hall, touching the wall. Draw a circle on the floor some way down the hall. When the lights go out, players charge to get in the circle (in the dark!). The lights come back on. Anyone outside the circle is out. Those left return to the end wall. The circle is re-drawn (smaller this time) and the game continues until the winner remains. Usual safety rules about running, and jumping on top of others, should be applied.

128

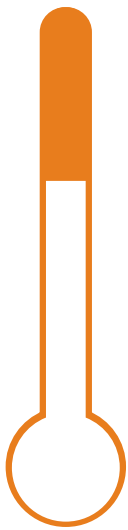
COUNTRIES AND TERRITORIES JOINED THE GLOBAL DISPLAY OF CLIMATE ACTION.



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SIMPLE STEPS TO MAKE A DIFFERENCE

Look at the statements, questions and suggestions below. How could you use these facts and figures to influence your own actions, and those of your friends, family, school or workplace?



TURN DOWN THE THERMOSTAT!

THE AVERAGE
TEMPERATURE IN UK HOMES
HAS RISEN FROM 12°C IN
1970 TO 19°C IN 2009

- Did you know that if you charge your mobile phone overnight, electricity is wasted once the phone is fully charged?
- Did you know that 95% of the fruit and 50% of the vegetables eaten in the UK are imported? You can make a difference if you buy and eat locally-produced food.
- Could you take better care of your food? On average, we throw away one-third of the food we buy.
- Could you wash your clothes at 30°C? This would reduce household laundry energy use by 50%.
- Do you compost your kitchen waste? Half of the waste from an average kitchen bin can be composted.
- Did you know that making a can from recycled aluminium generates just 5% of the emissions that it would with raw materials.
- Did you know low-energy light bulbs use about 20% less electricity than standard bulbs?
- Keeping fit on a running machine produces emissions from the manufacture, transportation and use of the machine. Go for a run outside instead!
- Don't leave the tap on while you brush your teeth. The pumping of water to your tap, and the treatment of the extra waste water, produces additional emissions.
- Showers use less water than baths – and produce fewer emissions from heating, pumping and treating water.
- Did you know that equipment left on standby in the UK is responsible for 3.1 million tonnes of CO₂ emissions per year? Turn off your TV!
- Travelling by car accounts for about 18% of our emissions. Could you walk or cycle more, on local journeys? Have a 'Bring Your Bike' night at one of your meetings.
- Leisure pursuits create a large part of our carbon footprint. Why not do something simple? Think of 10 low-carbon, fun things to do with your friends.
- What is your favourite meat-free dinner? The production of 1kg beef causes 13.3kg of CO₂ emissions, compared with 1kg of potatoes, which creates 640g of CO₂.
- Palm oil is used in one in 10 items in the supermarket. Farming palm oil is destroying rainforests and threatens orang-utans with extinction. Look for products that use sustainable palm oil, which helps orang-utans and local people.
- Stop receiving junk mail. Each year, 3.5 million trees are destroyed to create the UK's junk mail. Forests remove CO₂ from the atmosphere.

FURTHER INFORMATION

Information about changing the way we live and tackling climate change.

Film

Power Down – a film for children that explains climate change

www.green.tv/powerdown

Forests – a short film explaining the threats to forests, and what we're doing to tackle them

wwf.org.uk/forests

One Planet Future – an animated film about environmental problems and the work of WWF

www.green.tv/wwf_oneplanetfuture

Website materials

wwf.org.uk/changehowyoulive

<http://actonco2.direct.gov.uk/actonco2/home.html>

Climate Chaos Pack

wwf.org.uk/climateinfopack.

One Planet Challenge activities

wwf.org.uk/oneplanetchallenge

A climate change animation that explains the science

www.bbc.co.uk/climate/evidence/greenhouse_effect_img.shtml

A guide that outlines choices that'll help you cut your greenhouse gas emissions

www.bbc.co.uk/bloom

EfficienCity – an interesting way to find out about some of the technology used to combat climate change

www.greenpeace.org.uk/files/efficiency/index.html



MANY THANKS FOR TAKING PART!

WWF's Earth Hour – 8.30pm, 26 March 2011

WWF-UK

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Godalming
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WWF Northern Ireland


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7 Exchange Place
Belfast, BT1 2NA
t: 028 9033 2869
f: 028 9033 3401

WWF Cymru

Baltic House
Mount Stuart Square
Cardiff
CF10 5FH
t: 029 2045 4970
f: 029 2045 1306

WWF Scotland

Little Dunkeld
Dunkeld
Perthshire
PH8 0AD
t: 01350 728200
f: 01350 728201

	<p>Why we are here To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.</p> <hr/> <p>wwf.org.uk</p>
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Published by WWF-UK, Panda House, Weyside Park, Godalming, Surrey GU7 1XR. WWF-UK, a charity registered in England and Wales number 1081247 and in Scotland number SC039593 and a company limited by guarantee, registered in England number 4016725. Panda symbol © 1986. WWF World Wide Fund for Nature (formerly World Wildlife Fund) © Registered Trademark. VAT number 733 761821. Activities developed by John Spooner.
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