



## Scouts support Earth Hour 2010

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One simple act. One huge message.??

On March 27th at 8.30pm millions of people, 1000s of cities, globally famous monuments...and many Scouts... will all switch off their lights for just 1 hour in a symbolic show of support for our one and only planet.

All Scouts have an opportunity to be part of this global initiative by turning off their lights and taking part in activities which demonstrate their concern for global warming. You can be involved as an individual, with your family and friends, as a Scout Group or as part of your local community.

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Ideas on how to recruit people to 'turn off their lights' and educational activities to help people understand why this is important are available in the World Scout Environment kit <http://www.scout.org> and on the WWF web-site <http://www.panda.org>

The following information explains various levels of commitment to Earth Hour.

### 1) Turn out lights at 8:30pm Saturday 27 March 2010

Turn out the lights in your offices, homes or community centres for one hour at 8:30pm on Saturday 27 March 2010.

### 2) Communicate Earth Hour to friends, community groups and other networks

Provide information about Earth Hour to friends, community groups and other organizations the Scouts work with.

### 3) 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 organization-wide participation.

#### **4) 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 energy both at school, at work and at home.

When communicating with friends, parents, families, colleagues, community groups, be sure to include secondary messaging regarding emissions reductions, visit [www.earthhour.org](http://www.earthhour.org)

#### **5) Distribute Earth Hour posters and postcards**

Earth Hour uses two promotional products to promote the Earth Hour message to members of the public: the Earth Hour A2 poster and the Earth Hour postcard.

Perhaps you can give our postcards to your contacts to promote Earth Hour?

Would the Scouts like to co-brand postcards and posters to help spread the Earth Hour message?

Earth Hour can supply existing artwork for modification and logos for artwork or products for distribution.

#### **6) Direct support for Earth Hour**

Volunteer for Earth Hour - In the lead-up to 27 March, Earth Hour needs volunteers to help deliver the Earth Hour message and hand out Earth Hour postcards to the general public.

Would the Scouts like to hear more about volunteer opportunities for Earth Hour during March 2010?

#### **7) Make change an everyday part of your lives**

Visit [www.earthhour.org](http://www.earthhour.org) for information and case studies on how simple changes in the workplace, at school and at home can go a long way.

#### **8) Sign up your local Scout Group at [www.earthhour.org](http://www.earthhour.org)**

Show your support. ~~It's free and we're going to give you regular~~ Sign up your local office at [www.earthhour.org](http://www.earthhour.org) for Earth Hour updates and information.

#### **9) Tell us what you are doing for Earth Hour**

Earth Hour has many opportunities to feature what the Scouts are doing to support the initiative, from media and PR through to the Earth Hour website and email bulletins.

Do spread the word, take part and let us know what you do

Share your story, where you will hold your Earth Hour event and photographs with the World Scout Bureau. [Email World Scouting](#)