



EARTH HOUR

Frequently Asked Questions

What impact did Earth Hour have?

Last year more than 2 million Sydney residents joined Earth Hour by flicking the switch, turning appliances off stand-by and enjoying an hour of quiet darkness, according to a poll conducted by AMR Interactive.

Earth Hour shows that, together, our small actions can make a difference to global warming. There are two key objectives for Earth Hour. The first is to engage as many households, communities and business to turn their lights out for one hour on March 29 2008 from 8pm– 9pm.

What about in places other than Sydney?

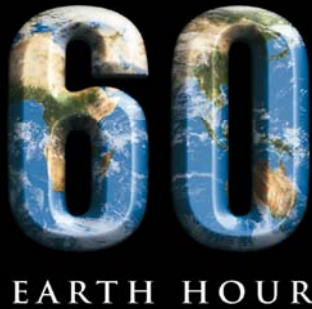
Last year we focused on one city because of the massive amount of coordination and organisation required to get a city to turn off it's lights! We didn't have the resources to expand the campaign in 2007 - even though we know many people participated outside of Sydney - and so we weren't able to measure participation results from outside Sydney.

In 2008, however, Earth Hour will be taking place in over 20 cities around the world, and the list keeps growing.

We always hoped that Earth Hour would grow into a global campaign. To start this process we focused on one of Australia's, and the world's iconic cities. Thanks to the success of Earth Hour in 2007 we've now asked other cities, both in Australia and abroad, to join us in supporting Earth Hour.



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The answers below were posted in response to the many questions we had about Earth Hour in the lead up to the event.

What is Earth Hour?

Earth Hour, run by WWF, the conservation organisation, is a global climate change initiative which calls on individuals and businesses around the world, to turn off their lights for one hour on Saturday March 29 2008 between 8 pm and 9pm.

The aim of the campaign is to express that individual action on a mass scale can help change our planet for the better.

The event itself will clearly demonstrate in participating cities, the connection between energy usage and climate change, showing that we as broader community can address the biggest threat our planet has ever faced.

Why do we need to act?

Global warming is one of the greatest threats the world has ever faced. Our continued reliance on electricity sourced from coal-fired power stations is causing a dramatic increase in the Earth's temperature, resulting in rising sea levels, an increase in drought and severe storms, and massive changes to the environment we all rely on to survive.

For example, if all Australian households simply turned off unused lights and appliances on standby at the power point, Australia's emissions would be reduced by at least 5 million tonnes per annum – the equivalent to taking 1.5 million cars off the road for a year.

What do I need to do on the night?

The most important thing to do on the night is turn off your lights between 8pm and 9pm. There will also be events held on the night, check back later for event updates.

Does this mean I have to turn off everything in my home and use absolutely no electricity?

Not at all. The main point of this campaign is to show people and companies how easy it is to take action to avoid global warming.

This does not mean you have to turn off your fridge, but we do encourage you to join us by switching off your lights and make a statement, as well as [changing your habits](#) in the long term.





EARTH HOUR

Where is Earth Hour taking place?

In 2008 Earth Hour will be taking place in over 20 cities around the world, and the list keeps growing.

We always hoped that Earth Hour would grow into this global campaign. To start this process we focused on one of Australia's, and the world's iconic cities, Sydney. Thanks to the support of Earth Hour in 2007 we've now asked other cities, both in Australia and internationally, to join us in supporting Earth Hour.

Of course, we can all take [small actions everyday](#) like turning off unnecessary lighting to reduce our emissions. And we would be delighted if you can join us by turning off your lights for Earth Hour, regardless of where you live.

How can businesses participate?

In Australia, if the commercial sector turned off lights when buildings weren't in use and combined this action with other cost effective technology they could reduce lighting emissions by 70-80%.

We encourage all businesses to participate in Earth Hour - to commit to turning off your lights during Earth Hour - and to tell your employees and customers that you're taking part.

We also encourage you to sign up to energy efficiency initiatives such as the [3CBDs Greenhouse Initiative](#) to help achieve our goal of reducing emissions in your city or town in 2008.

How will you ensure that lights are switched off?

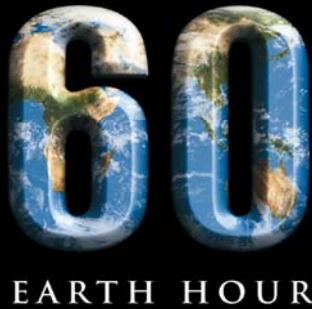
We are encouraging as many people to turn off the lights as possible. But we need your help. Please spread the word about Earth Hour to your friends, family and workmates - in conversation, via email, on your weblog, MySpace or Facebook profile, or other websites. The more people that participate in Earth Hour, the more successful it will be.

Isn't switching the lights off dangerous? What about public safety?

We are asking people to turn off the **nonessential** lights for one hour - no lights that affect public safety will be turned off. We want everyone to enjoy Earth Hour in a safe and energy efficient environment.



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If everyone turns their lights back on at the same time - will there be a power surge?

No. We've checked with energy companies and authorities and turning all the lights back on won't cause any issues.

How much CO2 will be saved during the event?

Last year we measured how much energy saved during Earth Hour in Sydney and achieved a reduction of 10.2% (more than doubled our target of 5%). But the main aim of the campaign is to continue to be energy efficient beyond Earth Hour, [making small actions everyday](#) to achieve our goal in reducing global greenhouse gas emissions in 2008.

What about after the event? What can I do then?

We all can take action [everyday](#) to help reduce our greenhouse gas emissions.

There are two key objectives for Earth Hour. The first is to engage as many households, communities and business to turn their lights for one hour on March 29.

By creating awareness and securing engagement of the broader community, the second objective is to measure the change in our greenhouse gas emissions over the following 12 months – aiming for a reduction in the year following Earth Hour.

Who's behind Earth Hour?

Earth Hour started as a joint initiative between WWF-Australia, Fairfax Media and Leo Burnett for the city of Sydney. The intent is for the event to be adopted by other residents, communities, businesses and governments around the world so they too can help demonstrate that individual action on a mass scale can help change our planet for the better.

Isn't this just a fundraising event for WWF?

No. WWF-Australia, Fairfax Media and Leo Burnett launched Earth Hour with the goal of reducing greenhouse gas emissions in Sydney by 5% in 2007.

What does the Earth Hour logo mean?

The Earth Hour '60' logo represents the 60 minutes of Earth Hour where we focus on the impact we are having on our planet and take positive action to address the issues we face.





EARTH HOUR

Aren't you using a heap of electricity and resources to promote this event?

Earth Hour is operating under our Principles of Operation, which we are happy to share with you. Earth Hour is a carbon neutral event.

Won't it still be daylight at 8pm?

Daylight savings ends on April 6 so 8pm will be roughly twilight.

What candles should I use for my Earth Hour event?

If you plan on burning candles during Earth Hour, make sure you use 100% beeswax candles which are gentler on our planet - smoke free, non-toxic and non-allergenic. They are also made of natural products, not petroleum-based materials, so they are effectively carbon neutral (the CO₂ they emit has already been taken from the atmosphere to produce the wax).

If you're using candles, though, make sure you take care. The [Fire & Emergency Services Authority of Western Australia reports](#) that "in 2003-04, 37 candle-related fires caused an estimated \$986,000 damage to homes in Western Australia".

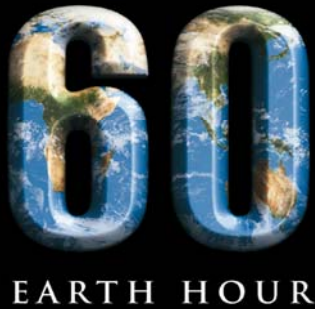
They suggest the following tips:

- Candles should only be used under adult supervision.
- Candles should never be left unattended.
- Candles should be kept away from children and pets.
- Extinguish candles before going to sleep.
- Keep candles away from flammable liquids and gas-combustible materials.
- Candles should be kept clear of any combustible materials such as paper, curtains, clothing and Christmas decorations.
- Candles should not be placed in windows as they can be blown over. Blinds and curtains can also catch alight.
- Candles should be placed on a stable, dry, heat-resistant surface away from drafts.

They also provide this handy downloadable guide: [Candles and lighters: Safety for kids in the home \(PDF 370kb\)](#)



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Why do we need to act?

Global warming is now the greatest threat the world has ever faced.

Our continued reliance on electricity sourced from coal-fired power stations is causing a dramatic increase in the Earth's temperature, resulting in rising sea levels, an increase in drought and severe storms, and massive changes to the environments we all rely on to survive.

There is still time to change how our planet will look in the future. If we act now.

For example, if all Australian households simply turned off unused lights and appliances on standby at the power point Australia's emissions would be reduced by at least 5 million tonnes per annum.

The greenhouse gas savings would be equivalent to taking 1.5 million cars off the road for a year.

How will Earth Hour help?

Earth Hour shows that, together, our small actions can make a difference to global warming. [Find out more about global warming.](#)

There were two key objectives for Earth Hour in 2007. The first was to engage as many households, communities and businesses to turn their lights out for one hour.

It also marked the beginning of a 12-month campaign by WWF-Australia and Fairfax Media to reduce Sydney's emissions by 5%.

This year we hope to inspire other cities and towns to take action and reduce greenhouse gas emissions globally.

What to do everyday

The goal of last year's Earth Hour was reduce Sydney's greenhouse gas emissions by 5%. This year we hope to inspire other cities and towns to take action and reduce greenhouse gas emissions globally. Participating in Earth Hour is one way that you can show your support for this, but to reach our target we need to keep saving energy throughout the year.

There are lots of ways you can save energy and reduce your emissions everyday - [here's just a few to get you started.](#)

