



Earth Hour 2009 – Background information

What is it?

Earth Hour is a global WWF climate change initiative. Individuals, businesses and governments will turn out their lights for one hour to show their support for action on climate change.

In 2009 Earth Hour aims to reach 1 billion people in 1,000 cities.

When is it?

Saturday March 28, 2009 from 8.30pm – 9.30pm local time

Where is it?

Earth Hour 2009 global participation summary:

- More than 700 cities in 77 countries have confirmed their participation including many of the world's great cities such as:
 - Moscow
 - Mexico City
 - Cape Town
 - Brussels
 - Amsterdam
 - Singapore
 - Los Angeles
 - Toronto
 - Istanbul
 - Warsaw
 - London
 - Hong Kong
 - Dubai



Why do it?

Taking part in Earth Hour provides companies the following benefits:

1. Earth Hour is a platform for communicating a company's commitment to sustainability, and a mechanic for cost-effectively generating significant positive media exposure.
2. Taking part in Earth Hour provides a positive experience for employees, customers suppliers and partners – bringing them together to be part of the climate change solution.
3. Earth Hour can help to identify both short-term and long-term energy savings – and highlight the opportunities for sustainable energy investments.

What will it achieve?

Earth Hour 2009 is a global event created to symbolize that each one of us, working together, can make a difference on climate change. It hopes to send a visual mandate to world leaders in the lead up to the United Nations Climate Change Conference in Copenhagen, taking place in December 09, in order to ensure that a post-Kyoto climate deal is agreed upon.

