



**EARTH HOUR 2022
HIGHLIGHTS REPORT:**

SHAPE



OUR

FUTURE

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EXECUTIVE SUMMARY

AN EXTRAORDINARY EARTH HOUR

Earth Hour 2022 took place at a moment in time when public support for a more sustainable, fairer and peaceful future was more crucial than ever. Against the backdrop of challenging times, together we shared a message of solidarity with people and planet, and helped inspire individuals and organizations to take positive steps in helping to shape our future.

We are grateful to all those who contributed to the extraordinary outpouring of public interest across 192 countries and territories, helping to generate over 10.1 billion impressions on social media channels and other platforms. Thank you to the countless voices who spoke up – from celebrities and public figures like the UN Secretary-General António Guterres, Ellie Goulding, Liu Wen and Claudia Bahamón, to organizations like the European Space Agency, Greenpeace, KPMG and the World Organization of the Scout Movement. And thank you for the varied local action that reinforced the Earth Hour message – from efforts in China to highlight biodiversity's importance and calls in Greece for sustainable diets and food production practices to musical superstars from Africa raising their voices to make nature a priority for future generations.

Also to be acknowledged are the government delegates negotiating a new UN global plan for nature in Geneva ahead of the crucial COP15 biodiversity conference taking place later this year. In a world first, they paused to take part in the “switch off” in a moment of reflection on the enormity of their role in shaping action for nature in the coming decade.

PRIDE IN OUR ACHIEVEMENT

Year after year, millions of people take part in one of the world's largest grassroots movements for the environment. That is no easy feat, made harder by the onset of the COVID-19 pandemic in recent years. But Earth Hour has continued to share its powerful message, and I am humbled by the ways in which our global community marks this annual event with community-led activities, proactive campaigns and quiet moments of reflection. Thank you to each and every one of you who made this possible.



Marco Lambertini
Director General, WWF International

EARTH HOUR 2022: SHAPING OUR FUTURE

Set against the backdrop of another challenging year – with the ongoing COVID-19 pandemic, war and social unrest, natural disasters and more – Earth Hour 2022 created an opportunity to gather in unity and show solidarity with people and the planet. Individuals, public figures and organizations from 192 countries and territories came together under the “Shape our Future” theme to call for a safer, fairer and more sustainable future for everyone.

Earth Hour teams around the world hosted a mixture of physical and digital events, as well as social media activities and awareness campaigns spanning a wide range of environmental topics – from food to forests, climate change to biodiversity, and much more. Global landmarks including the Sydney Opera House, Beijing Phoenix Center, Taipei 101, Petronas Towers, India Gate, the Colosseum, the Eiffel Tower, Christ the Redeemer and Empire State Building took part by symbolically switching off their lights to show their support for the movement.

Public figures, celebrities, youth groups and brands across the globe also lent their platforms and voices to raise awareness in this pivotal moment. Leading political figures including the UN Secretary-General [António Guterres](#) and President of the European Parliament [Roberta Metsola](#) encouraged the public to build a better future that protects both people and the planet.

Support for Earth Hour also came from Canadian Prime Minister [Justin Trudeau](#), the UK’s senior royals [HRH The Prince of Wales and Duchess of Cornwall](#), as well as international musician and environmentalist [Ellie Goulding](#), WWF-Colombia ambassador and model [Claudia Bahamón](#),



Tanzanian singer [Ben Pol](#), Chinese model [Liu Wen](#) and Indian actress [Shruti Haasan](#), among many others. No strangers to having a broader view on the planet, astronauts [Matthias Maurer](#) and [André Kuipers](#), together with the [European Space Agency](#), also encouraged the public to show their support for Earth Hour.

With this outpouring of support, Earth Hour made media headlines across the world, generated a record-breaking 10.1+ billion social media impressions globally and trended across 35 countries on Twitter or Google search. All of this showed that despite these difficult times, a moment like Earth Hour could yet again bring people together – not only to show their solidarity with each other and the one home we all share, but to help build a world where all people and nature live in harmony.



 **192 COUNTRIES & TERRITORIES**

10.1+ BILLION IMPRESSIONS* 
FROM JAN TO MAR 2022 FOR #EARTHHOUR AND RELATED HASHTAGS

TRENDED
ACROSS TWITTER OR
GOOGLE SEARCH IN **35 COUNTRIES** 

*Estimates from 1 Jan to 31 Mar 2022 using data from social media channels and other platforms like TikTok and Weibo.

2007

It all began on Saturday, 31 March 2007. The world's first Earth Hour in Sydney, Australia, saw more than 2.2 million people turn off their lights for one hour to show a climate-sceptic government that people were concerned about climate change.

2010

Earth Hour brought a petition for climate action from 1 million people to the UN climate change conference (COP 15) in Copenhagen, Denmark, symbolizing the growing demand by people to be heard on environmental issues.

2013

WWF-Uganda secured 2,700 hectares of land to establish the first-ever [Earth Hour forest](#). Earth Hour also helped lead to the creation of Argentina's largest marine protected area, the 3.4 million hectare [Banco Namuncurá](#) (Burdwood Bank) – tripling the area of protected waters in the country. Both demonstrated the power of the people to drive tangible change.

2016

WWF-Spain's Earth Hour campaign led to 50,000 citizens urging the Spanish government to phase out fossil fuels and transition to renewables to uphold its climate commitments under the Paris Agreement.

2020

Amid the COVID-19 global health crisis, Earth Hour saw people from 190 countries and territories take part in the first-ever completely digital event from their homes.

2022

As the world deals with the ongoing pandemic, wars and social unrest, natural disasters and more, Earth Hour 2022 offered an opportunity to come together, show solidarity with each other and the one home we all share, and call for a safer, fairer and more sustainable future for everyone.



Earth Hour broke all records for mass participation and was on its way to becoming one of the world's largest grassroots movements for the environment.

2009

As part of Earth Hour's I WILL IF YOU WILL campaign, a petition led by WWF-Russia generated over 122,000 signatures and resulted in the protection of Russia's seas – the first people-powered law to be ignited by Earth Hour.

2012

Following a successful Earth Hour campaign, the Galápagos Islands – a UNESCO World Heritage site – became the first province in Ecuador to [ban plastic bags](#) and other disposable packaging.

2014

In French Polynesia, Earth Hour helped inspire public pressure that led to 5 million sq km of its Exclusive Economic Zone in the South Pacific being classified as a Managed Marine Area – helping preserve vital marine ecosystems for present and future generations.

2018

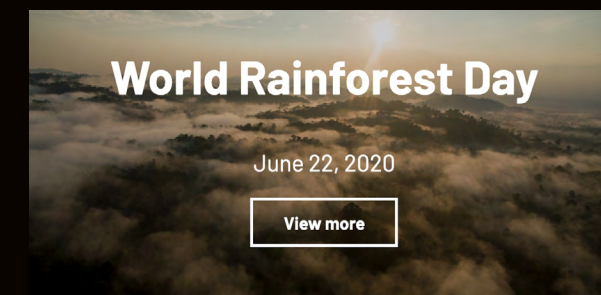
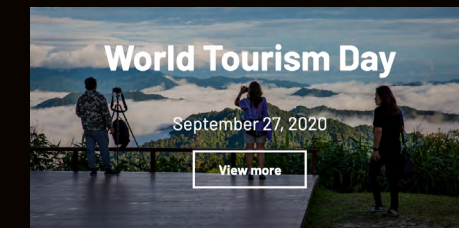
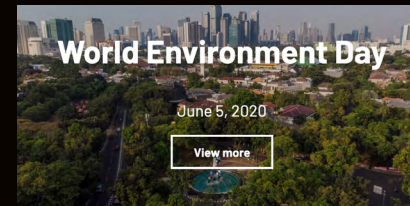
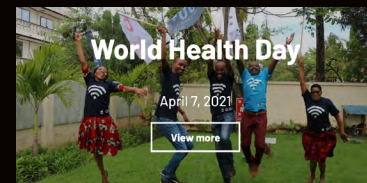
While still facing COVID-19 restrictions in many countries, people in a record-breaking 192 countries and territories united digitally to speak up for nature louder than ever. Everyone was invited to take part in the first-ever Earth Hour [Virtual Spotlight](#); by sharing a video that highlighted the connection between nature loss, climate change and the rise of pandemics, people helped create an unmissable online moment similar to physical lights-out events.

2021

HISTORY OF EARTH HOUR

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#CONNECT2EARTH: FOR PEOPLE AND NATURE

Since its launch in 2007, WWF's Earth Hour has grown from a single-city event taking place in Sydney, Australia, to a global movement for the environment that has led to positive environmental action locally, nationally, regionally and globally. Whilst raising awareness about the climate crisis, the original spark for the movement, still remains a priority, broader issues that affect our own and our planet's future also need to be addressed.

In 2018, WWF launched the #Connect2Earth campaign with Earth Hour in support of the [UN Convention on Biological Diversity's target](#) of

raising awareness about the value of biodiversity and nature so people will take action to protect the natural world and live more sustainably. Earth Hour also shifted its focus from a single-issue climate campaign into a multifaceted movement, addressing the intertwined climate change and biodiversity loss crises. Both Earth Hour and the #Connect2Earth campaign have helped raise awareness of the range of issues faced by people and the planet – including pandemic risk, pollution, food security and severe weather events, as well as the need to address systemic issues that drive the degradation of our planet.

Each year, Earth Hour shines a spotlight on these issues and encourages every one of us to do our part for our shared home, planet Earth. This year's Earth Hour theme, "Shape our Future", called on everyone to come together to call for a safer, fairer and more sustainable future for all. It also served as a means to build momentum ahead of the UN biodiversity conference (COP 15) that will take place later this year in Kunming, China.

Beyond the hour, the #Connect2Earth open-source campaign continues to raise awareness about key environmental issues affecting the future of our

planet, and encourages people to make positive changes in their daily lives to help address these challenges. Open-source toolkits and content are freely available on the [Connect2Earth.org](#) platform for anyone to download and share widely. These toolkits help raise awareness about the importance of nature by focusing on broad themes such as biodiversity, food and health, and can be used on key international dates, including International Day for Biodiversity, World Health Day and World Migratory Bird Day.

ACHIEVEMENTS OF EARTH HOUR 2022

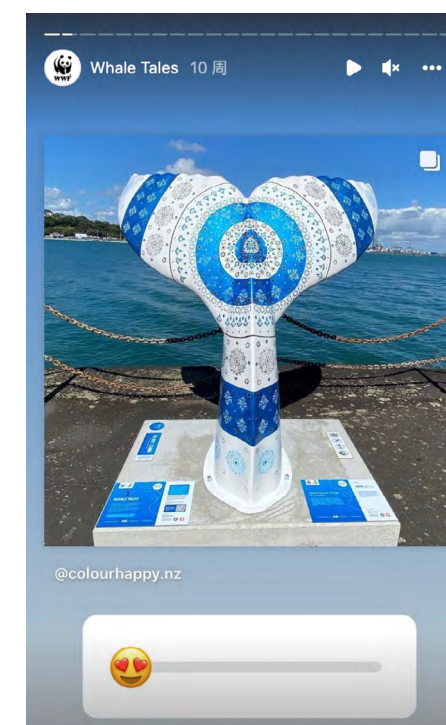
STORIES FROM AROUND THE WORLD



© WWF-Nepal

NEW ZEALAND

WWF-New Zealand tied its national Earth Hour to its [Whale Tales campaign](#), an outdoors arts trail all around the city of Auckland showcasing unique whale tail sculptures designed by artists and children to highlight the importance of oceans and marine life. Local landmarks, including the Sky Tower, Auckland Harbour Bridge and The Lightship at Ports of Auckland, switched off their lights for the hour, and supporters were encouraged to take part at home and share on social media how they spent the hour.



CHINA

WWF-China worked with the Ministry of Ecology and Environment to raise awareness of the importance of biodiversity through the Smiles selfie crowdsourcing campaign as a lead-up to the upcoming UN biodiversity conference in Kunming later this year. It hosted an [Earth Hour livestream event](#) in the Beijing Phoenix Center, attended by climate experts, industry leaders and celebrities who promoted sustainable living. The livestream's lights-out ceremony included an immersive theatrical performance, which took viewers on a journey to experience the future of life on Earth.

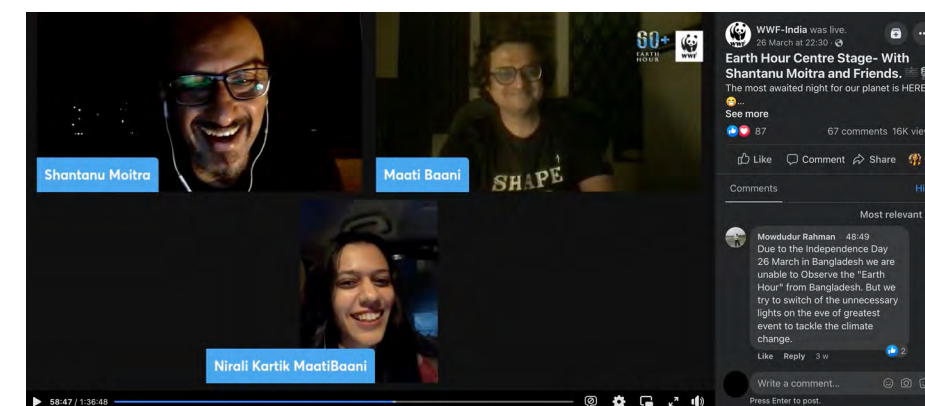
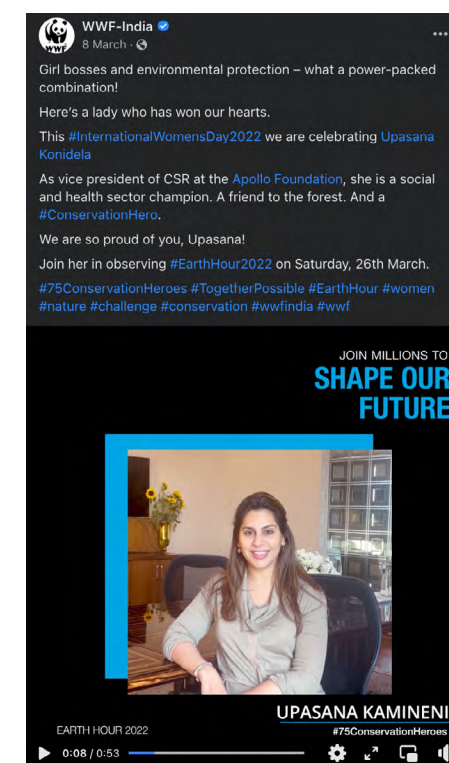


INDIA

To commemorate 75 years of Indian independence, WWF-India shared the inspirational stories of unsung [conservation heroes](#) – including a 9-year-old conservationist – across media platforms, from social and web to print, TV and radio, in the lead-up to Earth Hour. It also urged people to take action in their personal lives to protect the planet through the [#5RForEarthHour challenge](#).

To reach untapped audiences within this large, diverse country, the team used community radio for the first time and regional language media that raised awareness in various Indian languages. An original anthem titled [Humari Prithvi](#) (*Our Earth*) sung by Bollywood vocalist Mohit Chauhan was also launched before Earth Hour, bringing to life the message of “One India, One WWF for people and the planet”. On the

night of Earth Hour, composer Shantanu Moitra hosted [Earth Hour Centre Stage](#), a livestream event featuring performances, messages and conversations with some of the top stars from India’s entertainment world. From Kolkata, to Mumbai, to New Delhi, more cities and landmarks than ever before switched off their lights this year to show their support for the planet.



MALAYSIA

WWF-Malaysia marked Earth Hour alongside its 50th anniversary with a special [Earth Hour Virtual Run for Nature](#) organized in partnership with JomRun, and a [Pledge for Nature](#) that supported a [national campaign](#) to plant 100 million trees between 2021 and 2025. Key landmarks such as the Petronas Twin Towers switched off for the hour, and the local network of approximately 50,000 scouts were also encouraged to switch off their lights and pledge for nature.

ACROSS AFRICA

This year, over 50 countries across the continent came together to take part in the biggest ever Earth Hour in Africa! From Algeria to Gabon, and Namibia to Zimbabwe, there were concerts, talks, tree planting, environmental clean-up activities and more, as well as collaborations with schools and youth including with the Scout Movement and national YMCAs.



SOUTH AFRICA

Throughout March, WWF-South Africa encouraged the public to say “YES” to saving our planet and shaping a brighter future by [signing up online](#). The sign-ups gathered online will contribute to the signatures WWF is collecting globally for the UN biodiversity conference happening later in the year, to show how much support there is for a global commitment to reverse nature loss. Earth Hour supporters were invited to submit video clips of themselves saying “YES” to climate action, a better future for all, saving the planet or living on a cleaner planet for a chance to be featured in a [compilation video](#) posted on the night.

On the day of Earth Hour, members of the public participated in a river clean-up south of Johannesburg and a 5km Earth Hour Adventure scavenger hunt held at [one of the wine farms](#) that have made environmental commitments as part of a WWF-South Africa scheme. The scavenger hunt provided an opportunity to take in the rich and diverse fynbos vegetation – South Africa’s belt of natural shrubland – and look out for a wide variety of exotic bird and small antelope species, while getting the adrenaline pumping in support of people and the planet.



CAMEROON

WWF-Cameroon led a range of activities across the country for Earth Hour. In Yokadouma in the east, it organized tree planting, painting competitions and sketches in schools to draw attention to local environmental issues, while in the coastal city of Limbe in the South West Region, WWF-Cameroon worked with the local government, a primary school and other partners to lead a [street clean-up and march](#) to raise awareness about plastic pollution and its impact on people and nature, especially local aquatic life. In the South Region,

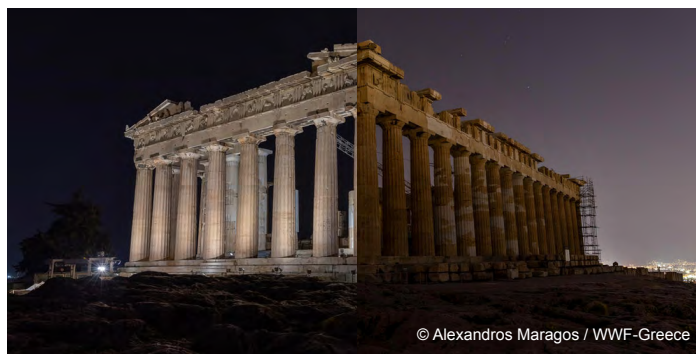
Indigenous Baka People of Assok village and local communities in Mintom, who have been managing community forests in the area, worked with WWF-Cameroon to [plant over 100 fruit trees](#) to mark Earth Hour. Online, the Earth Hour campaign was also a success, with posts on the [WWF-Cameroon Facebook page](#) seeing 393% more “likes” during the two weeks around Earth Hour compared to a typical month.



AFRICA SONG FOR NATURE

The WWF Regional Office for Africa launched the [Africa Song for Nature](#) this Earth Hour, featuring musical superstars and nature champions from across the continent. Using their voices to help make nature a priority for future generations were Ben Pol from Tanzania, [Mr. Leo](#) from Cameroon and [Khendy Key](#) from Mozambique. They were also joined by Zambian musicians Brain Shakarongo and Jones Kabanga and vocalists Elijah Tembo and Mazuba Phiri in this collaborative piece.





© Alexandros Maragos / WWF-Greece

GREECE

WWF-Greece linked Earth Hour with the [Eat4Change campaign](#), which highlights the important role food plays in creating community, unity and identity. The campaign also provides information on sustainable food practices and how to maintain a sustainable diet. Just before lights-out, celebrity chef Giorgos Tsoulis, joined by actress Dorotea Mercouri, [appeared live](#) on the WWF-Greece Facebook page from his own kitchen to cook a sustainable recipe developed specially for Earth Hour.



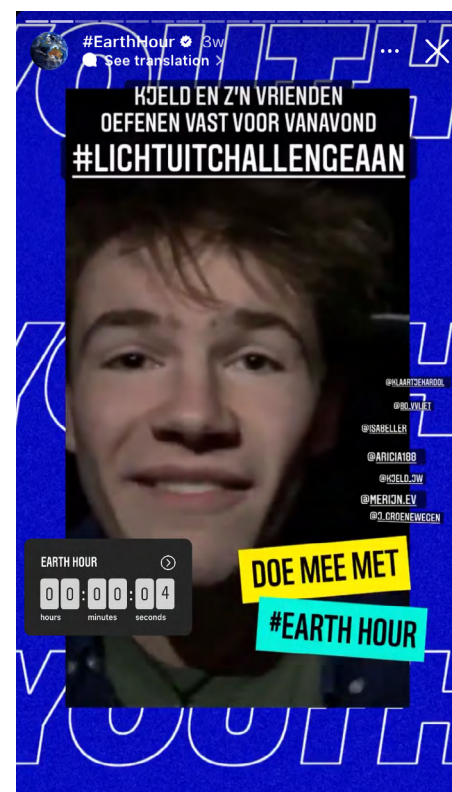
NETHERLANDS

WWF-Netherlands' national lights-out took place at Depot Boijmans Van Beuningen in Rotterdam. It featured singer and pianist [Ruben Hein](#), who concluded his musical piece at exactly 8:30pm when the lights-out hour started. On [Facebook](#) and [Instagram](#), WWF-Netherlands raised awareness about Earth Hour through a content series featuring landmarks around the world with lights on and off. It also ran a lights-out challenge called [#LichtUitChallengeAan](#),



© Marcel Kwant / WWF-Netherlands

asking youth to try doing everyday things like eating or taking a shower in the dark to mark Earth Hour. Celebrities and influencers, including European Space Agency astronaut and physician [André Kuipers](#), showed their support, and everyone was invited to tag WWF-Netherlands on social media and share photos showcasing how they took part in Earth Hour.



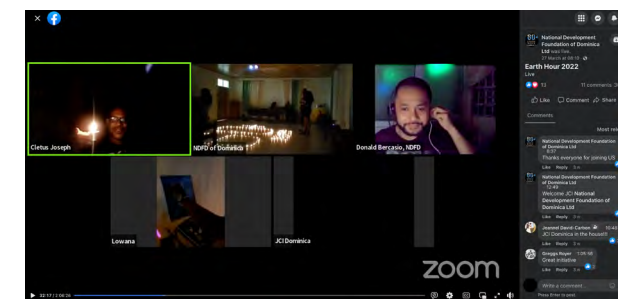
DOMINICA

Dominica, known as the “Nature Island of the Caribbean”, took part in Earth Hour for only its second year under the leadership of the National Development Foundation of Dominica. In those two years, the team has made great strides in introducing the campaign, and has secured support from individuals, community groups, the government, businesses and organizations, including resort hotels and the local manufacturers association.



© Earth Hour - Dominica / Dominica Daily

The Earth Hour Dominica team used social media to raise awareness about Earth Hour and environmental issues, and encouraged everyone to take part from home. In addition, local artists, musicians, radio personalities, entrepreneurs and business leaders, as well as youth activists and the [Girl Guides of Dominica](#), helped spread the word. There were also tree planting and beach and yard clean-up activities, as well as a [virtual meet-up livestream](#) discussion on climate change. One of the highlights of the livestream was a live painting in the dark by local artist [Shadrach Burton](#).



COLOMBIA

WWF-Colombia partnered with Jaime Duque Park on the outskirts of Bogotá to organize a full day of [Earth Hour events and activities](#). This included the launch of a new environmental space in the park called Our Planet, with educational stations teaching people how to be more sustainable and eco-friendly in their daily lives. At the Earth Hour station, participants were encouraged to contribute to a video time capsule by recording short videos with their commitments to building a healthy planet for the happiness and well-being of present and future generations. These commitments will be stored until

2030, when they will be unveiled to the public. Tree planting, a bike ride, live concerts and many more activities engaged participants throughout the day in the lead-up to the lights-out hour. In other cities throughout Colombia, people also took part in Earth Hour by joining activities such as a night bike ride and raising awareness online.

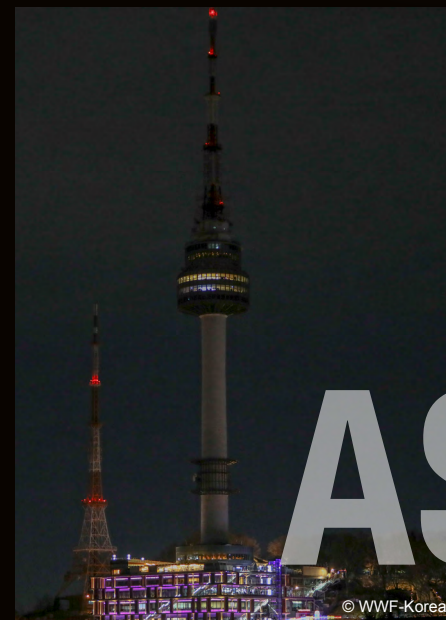


© Esteban Vega La Rotta / WWF-Colombia



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HIGHLIGHTS FROM THE REGIONS



ASIA & OCEANIA



AFRICA & THE MIDDLE EAST



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© WWF-Kenya



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© Earth Hour-Tunisia / Tasnim Khalaf



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© Earth Hour - Iran / Pejman Gangipour



© Earth Hour - Algeria / SIDRA



© Emirates Nature / WWF-UAE



© Vladislav Vodnev, Ilyas Seitov / WWF Central Asia



© Earth Hour - Iraqi Kurdistan



© WWF-Tanzania



© Earth Hour - Jordan / RSCN



© Earth Hour - Côte d'Ivoire / Scouts



© Earth Hour - Algeria / SIDRA



© WWF-Uganda



© WWF-Zambia



© WWF-Zimbabwe



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EUROPE & THE AMERICAS



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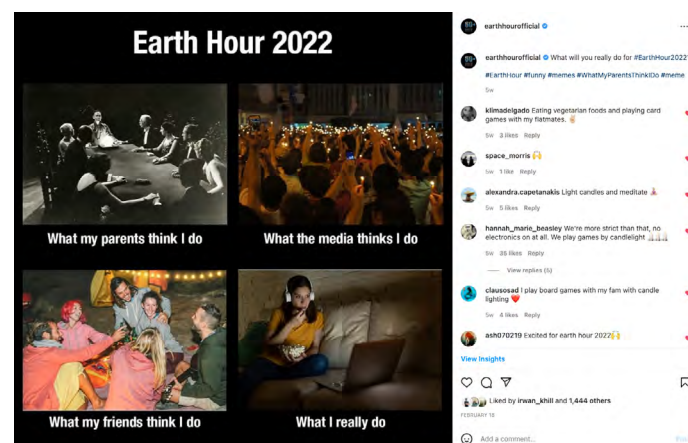
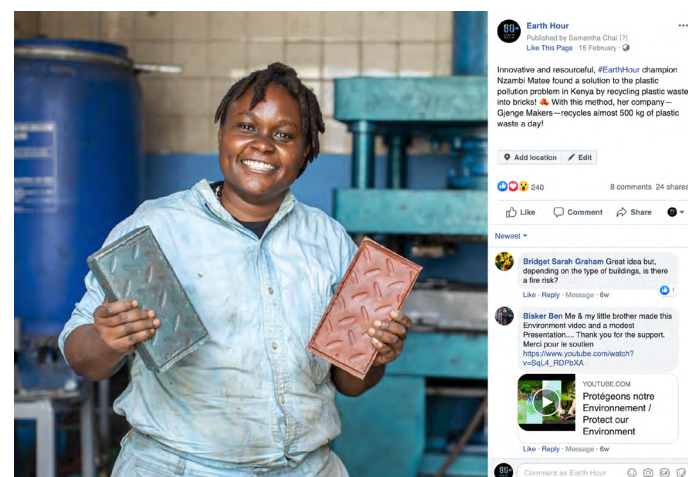


© Earth Hour - Ireland / Deirdre Lane



DIGITAL HIGHLIGHTS

With ongoing challenges and conflicts around the world, the Earth Hour digital strategy, covering social media and web, was mindful of the difficulties people were facing while embarking on a bold and innovative journey to stand out in a crowded digital space. In order to raise awareness and encourage action to reverse the loss of nature, we focused on the power of individual actions and tailored content for each digital platform. The approach was successful, with a record-breaking 10.1+ billion social impressions from January to March 2022, and with “Earth Hour” and related keywords and hashtags trending across 35 countries on Twitter or Google search on the night.



SOCIAL MEDIA

The social content strategy this year went back to basics by focusing on two key topics: the power of people and citizen action. Understanding changes in social media consumption over the years led to prioritizing TikTok, Instagram and Twitter, as a large amount of existing and potential audiences spend the majority of their time on those platforms.

With positive, people-driven stories and imagery and an audience-based approach, Earth Hour social media platforms saw engagement rates higher than industry standards across most of the content. The content calendar had a channel-specific approach – on [TikTok](#) we focused on videos to attract a younger demographic, on [Instagram](#) we highlighted ways to participate beyond just switching off the lights, and on [Twitter](#) we spotlighted Earth Hour champions who are taking action and inspiring others to protect our planet and make it a better place. This year, we reached a new 100,000-follower milestone on Instagram, received over 500 nominations for Earth Hour champions, and received 100 submissions for our [#ShapeOurFuture story contest](#) that invited individuals to share their stories of what they are doing for the planet and their visions for a brighter future.

Our online community continues to grow, and our followers continue to support each other and take pride in being part of the movement. This gives us the confidence that the community will remain engaged after Earth Hour, such as by taking part in our [#EarthDaytoBiodiversityDay challenge](#) – helping to keep raising awareness about the importance of nature and biodiversity, and building momentum ahead of the crucial UN biodiversity conference later this year.



ONE MINUTE BRIEFS

Earth Hour teamed up with One Minute Briefs for a third year to encourage participation through a user-generated contest. One Minute Briefs engages the creative community on Twitter to generate ideas for brands, so we asked the community to design a poster highlighting the date and time for Earth Hour. We received [over 170 entries](#) from people in 23 countries.

WEB

The Earth Hour global website, EarthHour.org, plays an important role in introducing new audiences to our movement and mission. This year, the website amassed close to 400,000 visits from January to March. We also created two new pages to engage new and returning visitors.

The first page addressed an often-overlooked aspect of Earth Hour – [how to spend the hour](#) itself. The page highlighted seven meaningful and memorable ways to spend the lights-out evening with friends and family, such as spending time in nature, learning more about the planet or cooking a sustainable meal together. The page received over 66,000 visits, half of which came on Earth Hour night, making it one of the most-viewed pages that weekend, second only to the home page.

The second new page addressed [what to do after Earth Hour](#) to keep the momentum going. Focusing on 10 simple yet impactful everyday actions supporters can take beyond the hour, including reducing food waste, saving water and being a conscious consumer, this page reinforced the idea that Earth Hour is so much more than 60 minutes. It inspired and empowered supporters to continue to shape a better future for people and the planet no matter how they spent the hour.

To complement efforts to engage new audiences via the Earth Hour global website, the Earth Hour e-newsletter galvanized over 14,000 loyal supporters over the course of the two months leading up to Earth Hour. The newsletter had a highly engaged subscriber base, as indicated by an average email open rate higher than that of 2019 and 2020, and second only to that of 2021.

1 special Hour, 7 meaningful ways to spend it

If you're not sure how you'll spend your Saturday evening this Earth Hour - the 26th of March - look no further!

After switching off your lights, here's how you can spend the Hour with your friends, family, and community - whether at home, outside online, or in-person - to make it an impactful evening to remember.

1. Reconnect with nature

Nature doesn't only provide us with clean air, water, and food - nature is essential for our health and happiness! So spend the Hour outside with friends and family (we guarantee a great night's sleep afterwards!). Here are a few things you can do:

- Explore your nearby parks, beaches, or other natural spaces.
- Go **"forest bathing"** - no, you don't have to bring soap or a towel!
- Go on a night hike
- Have young ones? Go camping or stargazing!

To ensure your safety when outdoors at night, bring a flashlight, phone, and let others know where you are going beforehand.



2. Cook up a meal with your family or friends

Candle-lit dinners aren't just for Valentine's Day! Dine in the dark this Earth Hour and cook up some planet-friendly dishes.

- Be inspired by some sustainable recipes [here](#) or [here](#). You can also check out this [list of 50 foods](#) for a healthier planet and a healthier you!
- Challenge yourself to cook up a meal where nothing gets wasted or get creative with leftovers - [here](#) are a few ideas.
- Make it a time challenge and see who can create the best dish within 60 minutes.
- Have young ones? They can help choose the ingredients or get involved in making dinner!

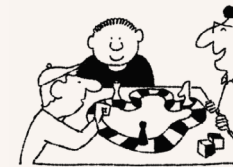
Please ensure you are following local COVID-19 guidelines if you are meeting friends or family outside your home.



3. Spend time with your loved ones

Stay in and use the Hour to spend some quality time with those who matter most to you - a fantastic opportunity to create special memories and be close to the people you're trying to shape a brighter future for. You can:

- Watch a movie together! Bonus points for movies set in nature or nature documentaries like [Our Planet](#) (which is completely free to watch on YouTube!).
- Call a friend or family member you haven't met in-person for a while. See how they're doing and invite them to spend the Hour with you virtually.
- Play board games, cook, listen to music, sing karaoke or dance the night away together.
- Got young ones? Read a book together in the candlelight!



4. Up your knowledge

Awareness is the first step before action. Use the Hour to learn more about our incredible planet, the challenges we face, and what we need to do to turn things around.

- Discover how to be sustainable in your day-to-day life - we've put together 10 simple but impactful [tips here](#).
- Learn about nature loss and climate change - [here's](#) a good place to start.
- Watch nature documentaries! Don't have Netflix? No problem - Award-winning documentaries like [Our Planet](#) are completely free to watch on YouTube! And did we mention it's narrated by David Attenborough?
- Tune in to a podcast! For example, our friends at WWF have a great series called [Forces of Nature](#).
- Have young ones? Help them do fascinating citizen science experiments.

GOING BEYOND THE HOUR

Taking part in Earth Hour isn't only about committing for one hour on one day - it's about committing every day to take care of each other and the one home we all share.

Here are 10 simple yet impactful ways you can go beyond the Hour to shape a brighter future for people and the planet:

1. Eat more sustainably

Food production is the single biggest threat to nature today. It has caused 75% of deforestation and at least 24% of global greenhouse gas emissions, especially from livestock. And with our global population set to grow to more than 9 billion by 2050, it's clear that how we eat needs to change - urgently - if we want to feed the world in a way that works with nature, not against it.

- Eat less meat, fish, eggs, & dairy
- Diversify your diet
- Avoid over-harvested fish
- Choose seasonal, locally-grown foods

Tap or hover over the "i" icon to learn more about each tip



2. Waste less food

Food for thought: we throw away 1/3rd of all the food we buy. Given the impact food production has on nature, and with over 800 million people around the world who go hungry every day, we cannot afford such wastage.

- If possible, avoid buying food in bulk at the grocery
- Check expiry dates before purchasing to make sure you can consume the food item in time
- Store food correctly
- Try meal-planning a week in advance
- If you have leftovers, be creative!
- Consider composting

Tap or hover over the "i" icon to learn more about each tip



3. Travel responsibly

Transport accounts for around a quarter of CO₂ emissions globally. Climate change isn't going anywhere unless we change how we get everywhere.

- Instead of taking the car, take public transport
- Even better, bike or walk! You'll be keeping yourself and the planet healthy.
- If you have to drive, check your car's engine and tire pressure regularly to maximize fuel efficiency
- Planning a holiday? Explore local destinations before looking overseas! You might be surprised how many hidden gems your city or country has to offer.
- If you have to fly, fly direct



4. Eliminate plastics

Over 8 million tonnes pollute our waters every year, and if current trends continue, our oceans could contain more plastic than fish by 2050 - bad news for nature and us. In fact, studies suggest that people could already be unknowingly ingesting around 5 grams of microplastic every week - the equivalent weight of a credit card. Here's how you can part ways with plastics:

- Say no to plastic bags
- Ditch single-use plastic bottles and cups
- Get takeout regularly? Bring your own reusable container for the restaurant to use and say no to plastic cutlery or straws.
- Avoid other products in plastic packaging
- Be wary of microplastics



5. Save water

Of all the water on Earth, just 2.5% is fresh water - and it's this limited supply that farming, industry, and all eight billion of us depend on. Almost half the world's population will face severe water scarcity by 2050 without urgent action.

- Turn off the tap
- Take shorter showers
- Use your laundry machine only when you have a full load of clothes
- Be water-smart
- Check your plumbing for leaks regularly - your wallet and the planet will thank you!



6. Be energy-efficient

Most of us, especially in developed countries, take energy for granted and don't notice how much we use at home. In the United States, 1/5th of greenhouse gas emissions come from household energy use alone.

- Turn off lights & electronics when not in use



MEDIA HIGHLIGHTS

In a critical year for people and the planet, Earth Hour communicated the importance of both creating quiet moments of reflection and inspiring impactful action. Alongside our signature lights-out moment, many countries highlighted the importance of living in harmony with nature and one another, for a more sustainable, fairer and peaceful future.

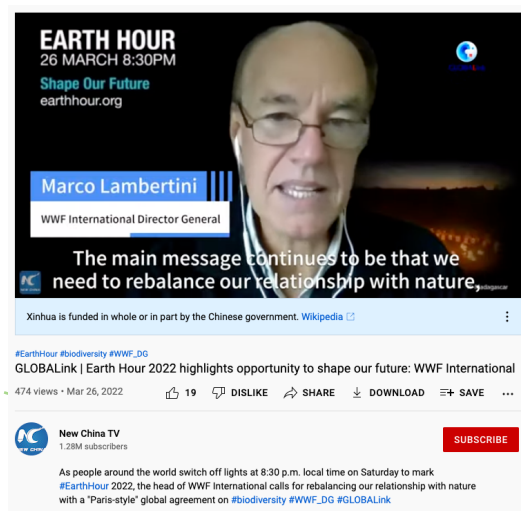
Top tier media outlets covered Earth Hour, including [CNN](#), [Die Welt](#), [The Independent](#), [La República](#), [Reuters](#), [Times of India](#), [Xinhua](#) and more. The top three countries that generated the most coverage were China, Germany and the United States.

EARTH HOUR GARNERED...

HEADLINES ACROSS 136 COUNTRIES & TERRITORIES

26,000+ ARTICLES

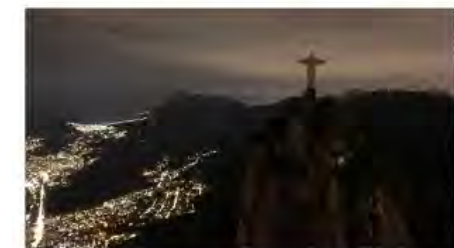
81+ billion REACH



Tonight is Earth Hour. Here's how you can participate

By Zoe Sottile, CNN

Updated 11:57 PM EDT, Sat March 26, 2022



(CNN) — Tonight, for the 15th consecutive year, people around the world will turn off their lights for one hour. It's part of a grassroots global campaign called Earth Hour.



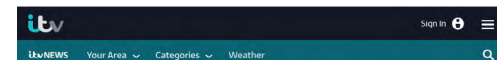
Earth Hour Tunisia 2022: Eteignons les lumières, une heure pour la planète

25 mars 2022 **Mots-clés** : bureau du Fonds mondial pour la nature, cité de la culture tunis, Earth Hour, énergies renouvelables, mouvement écologiste, Théâtre de l'opéra, Une heure pour la planète, WWF Afrique du Nord

Partager Sur Facebook Partager Sur Twitter Partager Sur Google+



Earth Hour consiste à couper les lumières et à débrancher les appareils électriques non essentiels pour une durée d'une heure afin de promouvoir l'économie de l'énergie et, par conséquent, réduire les émissions de gaz à effet de serre.



Earth Hour: Communities across Wales come together to 'help shape a brighter future'

WALES | ENVIRONMENT | EARTH HOUR | Saturday 26 March 2022, 108pm



Credit: Ben Porter WSWP Cymru

Events have launched across Wales in 22 communities today in support of the 'Earth Hour' movement.

Preservation group WWF's (Worldwide Fund for Nature) 'Earth Hour' is a global movement, which brings hundreds of millions of people together across the globe to unite and take action to protect the future of the planet.



Naapur: Starting in 2007, Earth Hour has united the world to support people and the planet. Earth Hour has become the world's most significant grassroots environmental movement. It has inspired individuals, communities, businesses, and countries worldwide to create positive environmental impacts through the power of collective action.

This year, we observe Earth Hour on March 26, 2022, between 8:30 pm-9:30pm. The campaign has grown into a movement, joined by 192 countries and territories in 2021! This year's theme is 'Shape Our Future'.



PANORAMA

PANORAMA ZEICHEN FÜR FRIEDEN UND UMWELTSCHUTZ
„Earth Hour“ 2022 – Friedenstaube vor dem Brandenburger Tor

Veröffentlicht am 26.03.2022 | Lesedauer: 3 Minuten



Das Brandenburger Tor wurde dunkel, davor leuchtete eine Friedenstaube
Quelle: REUTERS



RESPUESTAS

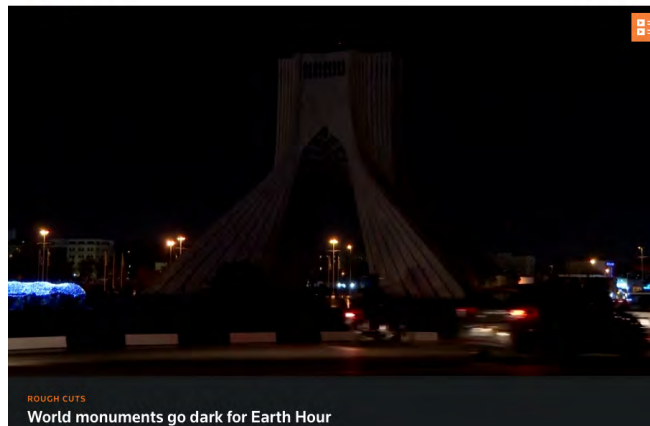
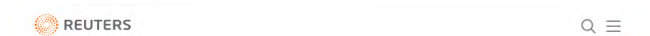
Hora del Planeta: ¿qué es, horario y por qué unirte a la gran iniciativa cada año?

Conoce la importancia de este movimiento ambiental para darle más vida al planeta al reducir la emisión de agentes dañinos y la contaminación lumínica durante 60 minutos. El evento es el último sábado de marzo.

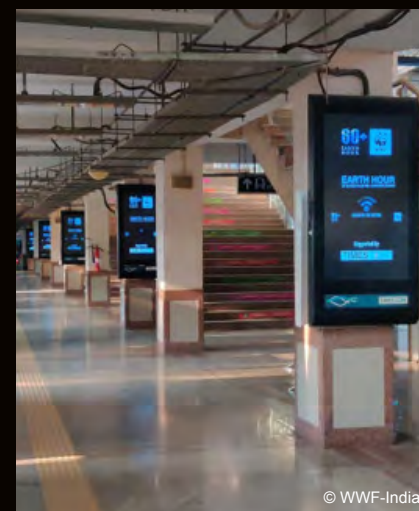
- ¿Por qué te piden el número de DNI cuando haces compras en supermercados?
- Jetsmart: ¿cómo comprar pasajes baratos desde 5 dólares por su inauguración?
- María Pia Copello: ¿quién es Samuel Dyer, esposo de la conductora de televisión?



Con el lema "Demos forma a nuestro futuro", se espera que más de 190 países se sumen a la Hora del Planeta en esta 16.ª edición. Foto: Mauricio Malca/ La República



ROUGH CUTS
World monuments go dark for Earth Hour



ADVERTISING HIGHLIGHTS

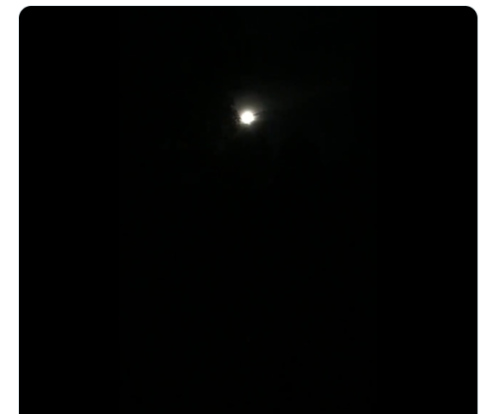
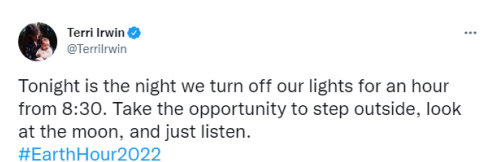
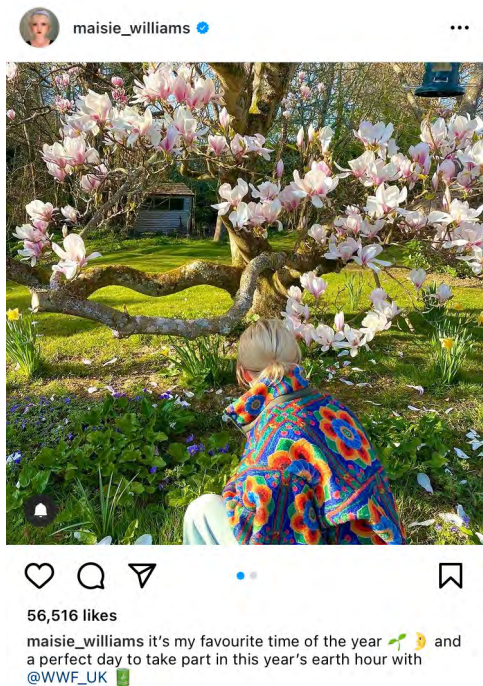
With support from media and advertising partners, Earth Hour teams around the world had the opportunity to use public spaces to raise awareness about Earth Hour and encourage people to take part.

From China, to Mauritius, to Spain, and many places in between, Earth Hour's message of standing in solidarity for a better future was brought right into people's everyday lives. You could spot Earth Hour at bus stops and train stations, in shopping malls and airports, at outside plazas, busy road intersections and on billboards on buildings, as well as in homes through TV, newspapers and online spaces.

100

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YOUTH AND EARTH HOUR

Youth make up a large proportion of the global population, and their voices and actions play a crucial role in spreading awareness of important issues and shaping the future they want to live in. Earth Hour 2022 saw support from young people around the globe, who took part in many ways, from joining street clean-ups and environment-related challenges, to learning more about our planet through educational online platforms, videos, livestreams and more.

POCOYO



Since 2010, Pocoyo and his friends Elly, Pato and Nina have held the role of Global Kids' Ambassador for Earth Hour and encouraged young audiences to care for our planet. The *Pocoyo* animated series, developed by Zinkia Entertainment, originated in Spain but is now watched in over 100 countries.

This year, Pocoyo and friends featured in an activity book that included pages about sorting recyclables, creating a Pocoyo planet and more. A total of six video compilations, sharing Pocoyo's adventures in 11 languages, covered topics ranging from looking after nature by recycling and taking public transport, to professions that can help build a healthier future for all. All this and more were available on the Earth Hour website at Earthhour.org/Pocoyo as well as on the Pocoyo website at Pocoyo.com/en/Earth-Hour.

With the videos garnering over 5.6 million views and over 1.1 million hours of watch-time across Pocoyo YouTube channels in March, Pocoyo and friends have been instrumental in bringing Earth Hour and awareness of environmental issues into the homes of young children around the world.



WORLD ORGANIZATION OF THE SCOUT MOVEMENT

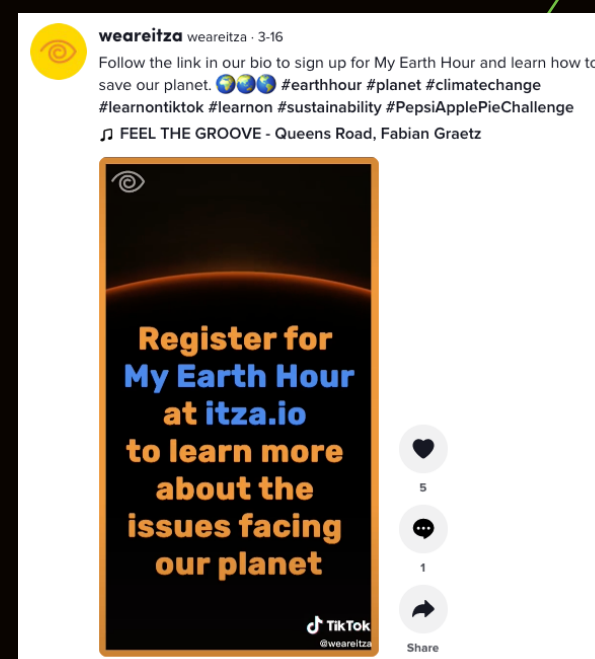
The World Organization of the Scout Movement plays a critical role in raising awareness about the importance of nature, with over 57 million Scouts worldwide. The Scouting mission is to contribute to the education of young people “to help build a better world”, tying in beautifully with Earth Hour’s “Shape our Future” theme in 2022.

This year’s Earth Hour saw Scouts taking action for positive change through projects under their environmental programme, [Earth Tribe](#). Earth Tribe comprises three challenges to preserve, protect and heal nature. One of the challenges, [Champions for Nature](#), encourages Scouts to develop sustainable habits for an eco-friendly and healthy lifestyle, part of which includes participating in Earth Hour to spread awareness and encourage action for nature.



MY EARTH HOUR

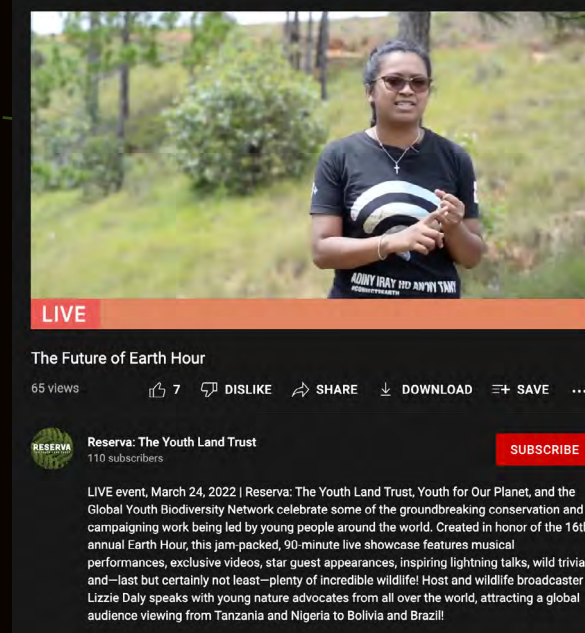
Launched in September 2020, the [ITZA web platform](#) was developed by academics and educators to support independent online learning and empower students to broaden their knowledge and develop interests in a wider range of topics, especially those outside of the school curriculum. The engaging videos, quizzes, interactive content and games also help further develop critical thinking skills. In collaboration with Earth Hour, ITZA encouraged learners to complete [My Earth Hour](#) to earn a certificate by spending 60 minutes exploring issues facing our planet and ways to save our planet through the four environmental imperatives outlined by Sir David Attenborough in the film [A Life On Our Planet](#): go net zero, rewild the world, eliminate waste and revive oceans.



WORLD ALLIANCE OF YMCAS

Founded in 1855, the World Alliance of YMCAs (World YMCA) today supports 120 national YMCAs and four regional alliances. World YMCA empowers, inspires and mobilizes 65 million young people worldwide to make a positive impact in their communities. One of the four main areas that they work in is the environment, with over 2,000 youth-led programmes and initiatives that raise awareness about and encourage action for the environment.

World YMCA has [partnered with WWF](#) to empower young people to take action for the planet. Many national YMCAs have also shown their support for Earth Hour in previous years. And 2022 proved no different, with support coming from both [social media posts](#) and in-person activities. For example, national YMCAs in Africa collaborated with WWF in a range of Earth Hour activities across the continent to show their commitment for the planet. These included a [documentary screening](#) of *Earth Emergency* in the Gambia, a [Zoom webinar](#) and in-person discussions in schools on environmental conservation and living sustainably in Ghana, a [livestream discussion](#) on single-use plastics in Madagascar, [street clean-ups](#) in South Africa, a [reforestation activity](#) and [online campaign](#) on how to protect our planet in Togo, and sharing information about Earth Hour and a litter clean-up in schools in Zimbabwe.



'THE FUTURE OF EARTH HOUR' LIVESTREAM

Ahead of Earth Hour, [Reserva: The Youth Land Trust](#), [Youth for Our Planet](#) and the [Global Youth Biodiversity Network](#) came together on 24 March for a 90-minute livestream called '[The Future of Earth Hour](#)'. The livestream was hosted by wildlife biologist and broadcaster Lizzie Daly, featured 10 guests and showcased youth-led conservation and campaign work from around the world. It also included an Earth Hour message from WWF-Madagascar. Viewers from around the globe tuned in to learn about the incredible species and landscapes on our planet as well as the environmental challenges we face through musical performances, exclusive interviews, talks and videos, a wild trivia quiz and more.

LINES IN THE SAND

[UK Youth for Nature](#), part of the global Youth for Our Planet network, is a youth-led network that calls on politicians and governments in the UK to take action against nature loss. Ahead of Earth Hour, it created a 50-metre sand drawing on Scarborough Beach called [Lines in the Sand](#). This featured an outline of the UK with four key species – a curlew, beaver, salmon and oak – to represent the UK's incredible biodiversity, as well as the hourglass symbol for Youth for Our Planet's #NatureCannotWait campaign. The incoming tide washing away the drawing symbolized the ongoing loss of nature, and footage of this will be part of its campaign for the upcoming UN biodiversity conference later this year.



PARTNERS

In the journey towards a sustainable future for both people and the planet, everyone can play a part, including leaders and decision makers as well as their respective governments, organizations and institutions. By working together with a wide variety of partners, we can help shape decisions and policies to bring about positive and tangible change.

ICLEI - LOCAL GOVERNMENTS FOR SUSTAINABILITY

ICLEI – Local Governments for Sustainability (ICLEI) is a global network of more than 2,500 local and regional governments committed to sustainable urban development. Active in over 125 countries, ICLEI influences sustainability policy and drives local action for low-emission, nature-based, equitable, resilient and circular development.

How is your city taking action for nature?

What cities do for nature really matters. For healthier, happier and more resilient cities. For people and nature nearby and far away. On this Action Platform you can showcase your city's actions and plans, understand how they contribute to global nature goals and easily track your city's achievements.

Join CitiesWithNature



106 Total actions taken

12 Participating cities

On Earth Hour 2022, ICLEI and partners launched the [#CitiesWithNature Action Platform](#) under the CitiesWithNature initiative that aims to recognize and enhance the value of nature in and around cities across the world. This action platform is recognized by the UN Convention on Biological Diversity as the place where cities will monitor and report on their voluntary commitments to national and global biodiversity targets, playing their vital role in shaping the future.

UN CONVENTION ON BIOLOGICAL DIVERSITY

From 14 to 29 March, delegates from the UN Convention on Biological Diversity (CBD) met in Geneva, Switzerland, for the third Open-Ended Working Group to prepare for the development of a worldwide action plan for nature – the Global Biodiversity Framework. The framework will be adopted later this year at the CBD's biodiversity conference in Kunming, China – an opportunity for leaders to commit to reverse nature loss by 2030 and build a nature-positive world that benefits people and the planet.

On 26 March, delegates at the working group paused their talks to [take part in Earth Hour](#). An introduction by Elizabeth Maruma Mrema, Executive Secretary of the CBD, was followed by the screening of an inspirational video message from Marco Lambertini, Director General of WWF International, before a two-minute symbolic switch-off at 8:30pm. This gave influential policymakers the opportunity to stop and reflect on the enormity of their role at this historic time and, as the lights were switched back on, they filled the room with applause.



Tonight, for the 15th consecutive year, people around the world will turn off their lights for one hour. It's part of a grassroots global campaign called Earth Hour.

cnn.com

Tonight is Earth Hour. Here's how you can participate

Tonight, for the 15th consecutive year, people around the world will turn off their lights for one hour. It's part of a grassroots global campaign called Earth Hour.

Lights out for #EarthHour. Our environmentally-friendly use of energy contributes to CO2 targets aligned with the 1.5° Paris climate agreement target. That's why our locations worldwide use 100% green power from renewable sources. Join us by switching off your lights. #BMWGroup

LIGHTS OUT

#EARTHHOUR

662 views

0:38 / 0:41

Ilmastomuutoksen torjuminen on yksi painavimmista ihmisvelvollisuuksistamme. Myös Presidentinlinna antoi jälleen tänä vuonna valomerkin ilmaston puolesta. #EarthHour #EarthHour2022

Taking part in #EarthHour is simple thanks to our #smarthome technology. 🌱🏠 By using #smartdevices with intelligent automations, like a "leaving home" scenario which switches off all connected devices, you can also make long-term energy savings. More: [bit.ly/smarthome-expl...](#)



From the ramparts of mighty @edinburghcastle to the complex carvings of Sueno's Stone, look out for some @welovehistory sites joining #EarthHourScotland tonight.

SUPPORT FROM AROUND THE WORLD

Come together for #EarthHour! ❤️ Catch the #Huawei #LiveStream on March 26 @ 11.30AM (GMT). Witness glamorous #LightPainting displays & join in our fun activities to win SPECIAL PRIZES for 10 viewers! See you soon! 🌍🌱

HUAWEI LIVE

#earthhour

0:08 5.3K views

Unplug and revel at the starry night while having a cup of Starbucks tonight 🍷🍹

Happy Earth Hour from Starbucks Brunei!

#starbucksbrunei

STARBUCKS

CELEBRATING EARTH HOUR

SWITCH OFF

Today for #EarthHour many will switch off their lights 🌱

Do you know what would have an even greater impact on 🌍 and the climate?

Big brands switching to refill and reuse!

#BreakFreeFromPlastic

[bit.ly/36sa0hO](#)

0:07 2.7K views

Daniella Tilbury

@DaniellaTilbury

#Gibraltar #EarthHour 2022. Official launch tonight....watch this space....do not forget to switch off Sat 26th 8.30pm....North Face and Moorish Castle lights will be off....join us....what can you do to make a difference?

Future Generations, Gibraltar · 23/3/22

Every year, we countdown together across the globe to celebrate Earth Hour and take one iconic action: switch off the lights. But it is so much more than that. It is a symbol of unity. It is a symbol of hope. It is a demonstration of the power of collective action for our future.

Earth Hour 2022 'For Us and Future Generations'

ニコちゃん

@nikon_chan

明日、3月26日(土)は

EARTH HOUR (#アースアワー) 🌍💡

世界中の人びとが同じ日・同じ時刻に消灯することで地球温暖化防止と環境保全の意志を示すプロジェクト！ニコングループも参加します♪みんなもぜひ参加して消灯のボタンを繋いでみよう😊

20:30~21:30

詳細 [twme.jp/nij/012c](#)

LIGHTS OFF FOR A BRIGHTER FUTURE.

Nikon 2022

60 EARTH HOUR

0:08 1,265 views

At 8:30PM, Jollibee stores will turn off non-essential dining lights, signages and pylons in support of Earth Hour 🌱

Let's all do our share by switching off our lights for an hour today. Together, let's help shape a better future for our people and our planet.

The Toronto Zoo

@TheTorontoZoo

A reminder from our gorilla troop to turn your lights off at 8:30pm for #EarthHour 🐼💡🌱

The Weather Network

@weathernetwork

Lights out! This Saturday, March 26 at 8:30 p.m. local time, 180+ countries and territories will dim their lights to honour #EarthHour. Will you be joining? 🌍💡

theweathernetwork.com

Don't be left in the dark about Earth Hour this year

Celebrate Earth Hour 2022 with The Weather Network.

DW News

@dwnews

The Eiffel Tower in Paris switched its lights off to mark this year's #EarthHour.

It was one of many global landmarks to participate in the campaign to raise awareness about climate change.

0:08 1,265 views

Discovery Channel Turkey

@Discovery_TR

Discovery Channel, #DünyaSaati etkinliğini destekliyor ve bu Cumartesi 20.30 ila 21.30 arası ekranını bir saatliğine karartıyor. Sen de bize katıl çünkü #BirlikteMümkün! #EarthHour @WWF_TURKIYE

0:30 2.6K views

Dainik Jagran

@JagranNews

Earth Hour एक प्रयास है पर्यावरण और पृथ्वी पर पड़ने वाले दुष्प्रभावों के प्रति लोगों को जागरूक करने का, जुड़े 190 देशों के साथ बेहतर कल की इस पहल में।

#EarthHour #EarthHour2022

@WWFINDIA

@WWF

@EarthHourIndia

@rajeshu

@bharatgupta76

Earth Hour से जुड़िये, एक बेहतर कल के लिए

Earth Hour का मतलब है पर्यावरण और पृथ्वी पर पड़ने वाले दुष्प्रभावों के प्रति लोगों को जागरूक करने का, जुड़े 190 देशों के साथ बेहतर कल की इस पहल में।

MARCH 26th

TIME 8:30 pm - 9:30 pm

hello_monaco · Follow

Casino De Monte Carlo

hello_monaco · Earth Hour 2022: illuminate the casino with human energy.

The Principality of Monaco is participating this year by turning out the lights on some of the Principality's most iconic locales.

🌱 The Earth Hour on the Place du Casino Monte-Carlo is part of this philosophy @montecarlo50m

For one full hour on Saturday 26th March, Earth Hour, led by the World Wildlife Foundation, asks people and communities to do one simple task: turn out the lights.

🌱 In Monaco, a joint effort between the Monte-Carlo Société des Bains de Mer Group (SBM) @montecarlo50m the Prince Albert II of Monaco

14,914 views

MARCH 27

Add a comment...

Post

United Nations

@UN

Lights out!

UNHQ in NYC went dark for Saturday's #EarthHour.

Here's how you can take #ClimateAction all year round: [un.org/actnow](#)



Rappler

@rapplerdotcom

LOOK: As the stage dimmed for #EarthHour, presidential candidate VP Leni Robredo and Senator Kiko Pangilinan took a picture with the Camanava kakampink crowd in their grand rally at the Notre Dame Open Field in Caloocan City on Saturday, March 26. 📸: Kiko Pangilinan/Twitter

hardrockfully · Follow

hardrockfully · Tonight from 8:30pm to 9:30pm we will support #EarthHour by switching off our lights. Let's #TurnOffTheLights and speak up for nature because together we can make a BIG difference! #HardRockEarthHour

On April 1, HardRock Live The Future march online or at your local Hard Rock Shop. Proceeds will go to @greenlight_fund.

ghoulumina Make the guitar a giant picture of Taylor

vermilionfaria 🌱🌱 beautiful

redkarla Show us my favorite place!❤❤❤❤❤

10,819 views

Add a comment...

SolarAid

@SolarAid

One hour until @earthhour!

- Eating less meat
- Going renewable
- Driving less
- Recycle

#EarthHour #SDG7 #RenewableEnergy

Empire State Building

@EmpireStateBldg

Turning my lights off from 8:30-9:30PM in partnership with @World_Wildlife for #EarthHour.

📸: jrisorto/IG #ESBright



BEHIND THE SCENES

BEHIND THE SCENES OF EARTH HOUR 2022

Every year, Earth Hour teams around the world roll up their sleeves to see what they can do to make the coming Earth Hour bigger and better than the last. With new records in reach and participation being achieved each year, teams continually challenge themselves to come up with new and exciting ideas to grow the movement.

We ask ourselves: what new, interesting and impactful activities can we run this year? How do we celebrate and thank our supporter communities? And what more can we do?

At the global level, our lean team of 12 core staff members, supported by 11 interns, temps and other helpers, drive Earth Hour plans forward. Over

the course of seven months of planning and weekly project calls, the team developed over 800 assets including GIFs and videos as well as digital, media and social toolkits, sent over 30 newsletters to the Earth Hour organizers network, hosted several rounds of organizational calls and drop-in sessions, and more. With countless spreadsheets and trackers and a seemingly endless flow of incoming emails, the team worked together to make Earth Hour happen!

At the same time, the Earth Hour global team recognizes that the real hard work is done by a dedicated network of WWF offices and non-WWF Earth Hour volunteer teams. Over 100 non-WWF teams organized local Earth Hours this year, playing

an important role in spreading awareness of Earth Hour's message of solidarity with people and the planet.

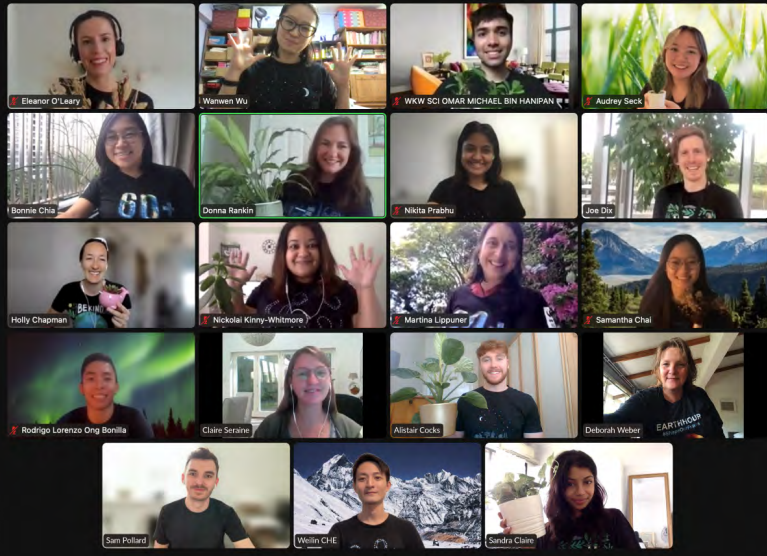
Activities and events led by non-WWF Earth Hour teams this year included Oman's zero waste picnic and sunset yoga, Algeria's environmental talks, educational booths and lights-out event, Cyprus' two-day event with an eco-festival and live concert, and Jamaica's [livestream acoustic concert](#) that had [over 300,000 views](#). Also, Earth Hour Taiwan teams (Hair O'right and the Society of Wilderness) organized lights-out events and secured support from local public figures and celebrities. A big thank you to all our wonderful non-WWF partners and organizers. Earth Hour wouldn't be possible without you!

On the night of Earth Hour, the challenge for the global team is to find and track all the lights-out activities around the world. The team works around-the-clock as Earth Hour rolls across the globe from Samoa to the Cook Islands. Scouring the online world for images, posts and other activities, we log as many Earth Hour happenings as we can. The competition is on to be first to spot a major celebrity or public figure joining in! We also eagerly anticipate photos and videos from Earth Hour organizers of their events, activities and lights-out moments, and produce social media content and videos on the fly. As Earth Hour nears the end of its journey around the world, our video gurus transform the online support we tracked and videos received into a [global highlights video](#) to remember this year's Earth Hour by. Fuelled by pizza, coffee and passion, we made it through the 24 hours tired but proud that all our work has come to a glorious crescendo!

Earth Hour 2022 brought together diverse voices for a shared message of solidarity for people and the planet. We feel grateful to be part of this movement for change, and we hope our efforts contribute towards a better future for all and for the one home we all share.



© WWF Regional Office for Africa



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