

Last updated: 7th March 2024

Earth Hour 2024

Stories from the Network

Campaigns, Influencers, Landmarks from the Network

Let's celebrate the #BiggestHourforEarth



Table of Contents

- 01. Campaigns
- 02. Influencers
- 03. Landmarks



Cambodia

Launching on February 14th, WWF-Cambodia is spearheading a campaign focussing on **food sustainability** and the importance of **using natural resources responsibly**.

Ranging from digital challenges like plastic-free days, to an offline meditation event uniting private, public and people sectors – their initiative promotes **sustainable living practices** across communities.



© Borin Sopheavuthtev / WWF-Cambodia



© Smith / WWF-Cambodia



© Borin Sopheavuthtev / WWF-Cambodia



© WWF-Cambodia



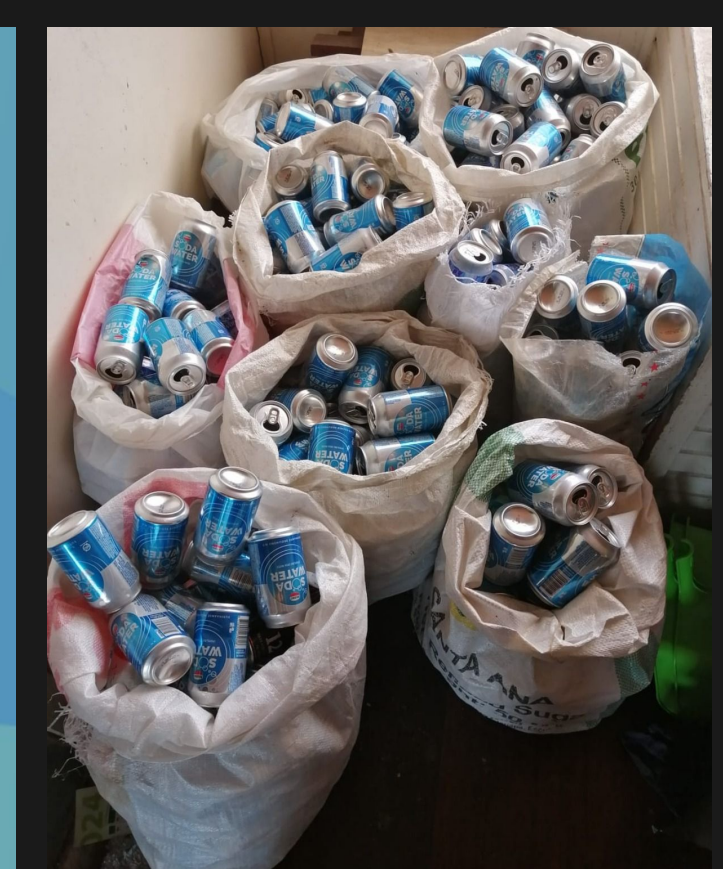
© WWF-Cambodia

Guianas – Suriname

YOUR HOUR, YOUR POWER!

WWF–Guianas is celebrating Earth Hour with a surprise **scavenger hunt** to enlighten participants about different local landscapes through an engaging walking tour of the city.

Accompanied by a **sustainability fair** and a collective and festive lights–out event, the campaign aims to inspire people, organisations and businesses who are not involved in this on a daily basis to make their own lifestyles more sustainable.



Tanzania

WWF-Tanzania endeavors to bring conservation awareness to the country's highest peak this Earth Hour, with a dedicated team **trekking Mount Kilimanjaro**. Their celebration will also include beach clean-ups to combat plastic pollution – culminating in an artful display of **collected waste** – movie screenings, and competitions aimed at educating and mobilizing the youth towards environmental stewardship. WWF Tanzania is also focusing on **restoration**, setting its goal to plant 10 thousand trees.



Germany

Protecting Climate, Strengthening Democracy

This year, WWF Germany emphasizes the importance of Earth Hour as a global symbol of unity for climate action. The initiative calls for turning off lights as a statement towards advocating for a just society, ambitious climate initiatives, and a robust democracy, particularly significant in a year marked by notable changes in both Germany's meteorological and political landscapes. WWF Germany is rallying its supporters to use this symbolic hour to support for democratic policies that foreground climate action.



Bolivia

Bolivia's Earth Hour preparations are collaborative effort involving **coordination** across over 25 cities and 130 youth organizations, aiming to celebrate Earth Hour with more than 20 central events. The enthusiasm for Earth Hour is being anticipated by the public, leading to extensive planning and coordination efforts with over 600 people having signed up to celebrate the event!

This year, the focus is on **recycling** and **waste management**, with activities centered around the circular economy, waste reuse, plastic reduction, and city cleaning, alongside a petition advocating for recycling measures within the national environmental laws framework. WWF Bolivia is also proud to have gathered more than 1500 volunteers from all over the country.



Sweden

WWF–Sweden's embarking on an initiative with nearly 50 special tasks on its gamification platform to promote sustainable living, alongside rewards for participants.

Additionally, a collaboration with a national health NGO introduces quiz walks in Swedish and English, aiming to encourage outdoor activities and enhance awareness on sustainability, with content shared globally with IKEA and H&M employees. A highlight event for gamers on March 23rd focuses on sustainable food practices, featuring influencers and streamed live on Twitch, supported by the EU's Eat4Change and WWF Sweden Youth.

Ecoviva partners with WWF to offer a special food bag for Swedish households, aligning with the WWF One Planet Plate concept, enhancing sustainable eating. Complementing these activities, WWF Sweden conducts its annual National Climate Poll to gauge public opinion on environmental issues, disseminating findings through media outlets.



Region of Africa Office

The Africa Regional Office's Earth Hour 2024 campaign focuses on the influence of **sports** and soccer players to promote environmental **conservation**, utilizing video and social media to spread awareness.

WWF country offices will identify athletes aligned with conservation values to share personal narratives on **nature's importance** and participate in Earth Hour activities. The campaign aims to inspire collective action towards a sustainable future through the influential platform of sports.



Chile

WWF-Chile is organizing an Earth Hour festival in collaboration with local NGOs, where electricity is entirely generated by **participants on bicycles**.

This innovative approach not only promotes sustainability but also actively involves the community in producing **green energy**, highlighting the importance of renewable energy sources and fostering a **collective effort** towards environmental conservation.



Changemakers joining us



Juma Kaseja goalkeeper on the KMC and player of the national team (Tanzania)



Kou Sopheap buddhist monk and professor of personal growth and development (Cambodia)



Mrs. Meas Soksophea, Singer (Cambodia)



Renatta Moeloek, chef (Indonesia)



Kate Walsh, actress (U.S.A.)



Mwasitij, singer-songwriter (Tanzania)

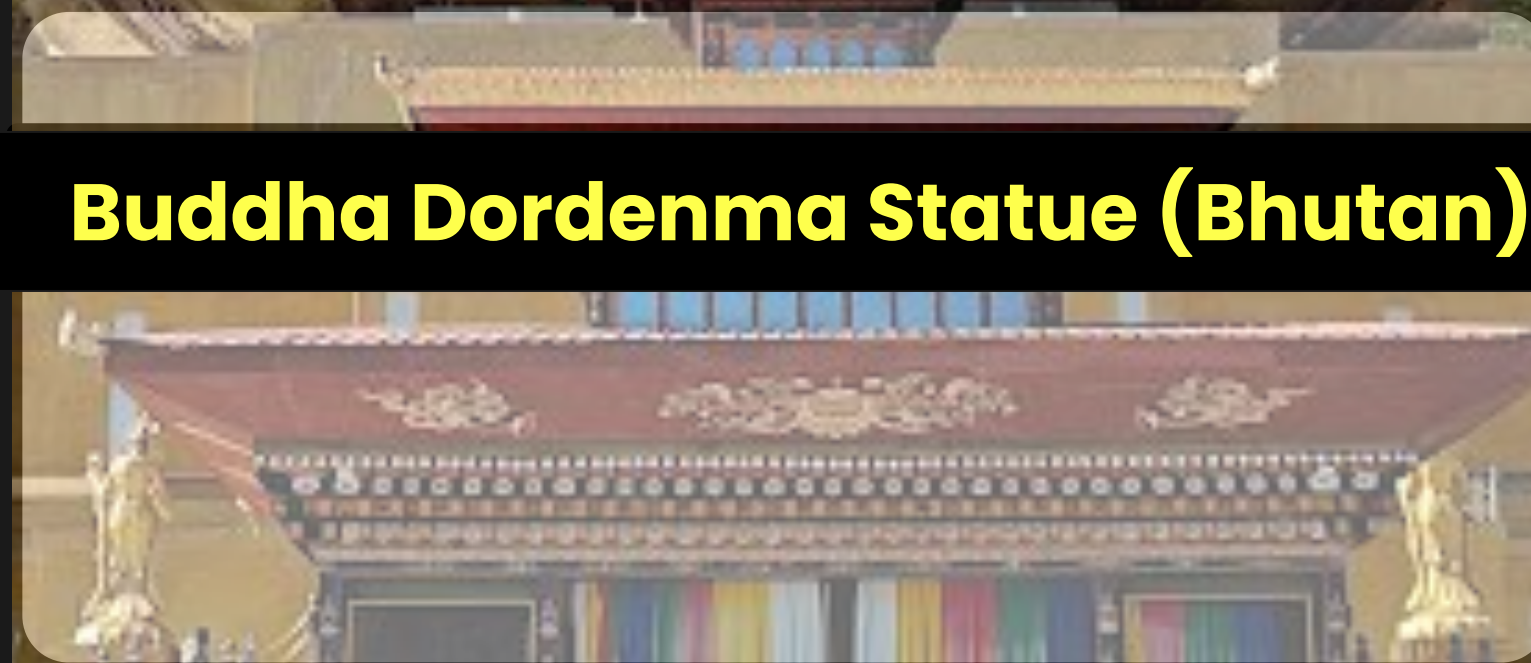
Plus many more!

Landmarks joining us

Atomic Bomb Dome (Japan)



Buddha Dordenma Statue (Bhutan)



Taipei 101 (Taiwan)



Namsan Seoul Tower (South Korea)



Middle of the World Monument (Ecuador)



Colosseum (Italy)



London Eye (UK)



Sydney Opera House (Australia)



Empire State Building (USA)

