

# Earth Hour 2023 Community Engagement Handbook

Questions? [contact@earthhour.org](mailto:contact@earthhour.org)



**Hi there,**

**Are you an event organizer, educator, team leader, parent, or an individual passionate about inspiring others to care for the planet?** We're glad you're here! If you're looking for some direction, we've put together a handbook to support your efforts to inspire and engage your community.

Inside this handbook, you'll find out more about the history of Earth Hour, what's new this year, and a library of ideas for getting your community, peers, students, staff, family or friends together for Earth Hour 2023, inspiring them to Give an Hour for Earth.

We can't wait to create the **#BiggestHourForEarth** together! If you have any feedback, comments, or questions – please feel free to reach out to us any time.

**Love,  
The Earth Hour Global Team**



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# **About Earth Hour:**

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**Our History and Evolution**

## Earth Hour: Our history

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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.

Since then, Earth Hour has grown to be one of the largest grassroots movement for the environment, reaching millions of people across 190 countries and territories.

We've also become more than a climate-focused movement, sparking awareness and driving action on both climate change and nature loss – two of the biggest existential threats to people and the planet.



## Earth Hour 2023 and Beyond: The road to 2030

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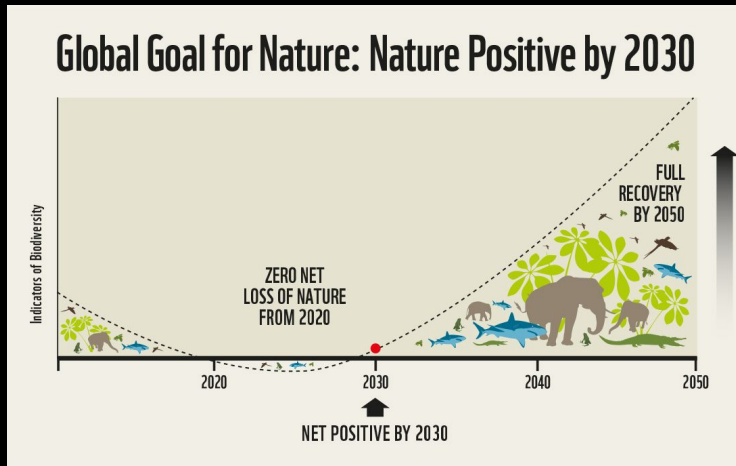
The world has changed drastically since our movement started in 2007. Our planet has already been warmed by 1.1°C above pre-industrial levels and we are on course to hit a possible 1.5°C increase by 2030. The next 7 years are therefore crucial to all our futures – we must stay under the 1.5°C climate threshold.

An essential ally against the climate crisis is nature. Yet, we are losing nature at an alarming and unprecedented rate, putting species at risk of extinction and placing us in grave danger.

But last December, at COP15 – the United Nations Conference on Biodiversity – a landmark commitment to halt and reverse biodiversity loss by 2030 was agreed by over 190 countries, a historic global goal hailed as the equivalent to the 1.5°C target set out by the Paris Climate Agreement of 2015.

**Now, the real work starts** – 2030 is only seven years away. Individuals, communities, businesses, and governments must all step up their actions for nature, climate, and our one home to secure a **Nature Positive world**.

# Earth Hour 2023 and Beyond: Nature Positive in a nutshell



A [Nature Positive](#) world by 2030 means we end the decade with more nature than we started, not less.



Watch these videos for more information on [what Nature Positive means](#), and [how we can measure it](#).

# Earth Hour 2023 and Beyond: Creating the Biggest Hour for Earth

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With this 2030 goal in mind, we too must step things up. So we're breathing new life into Earth Hour, into our work and into our message, creating the **Biggest Hour for Earth**.

How? By inspiring our supporters across the globe – from Asia and Africa to North and South America, Oceania and Europe – to **give an hour for Earth**, spending 60 minutes doing something – anything – positive for our planet.

**Together, we can turn a single Earth Hour into thousands and millions of action and impact for our one shared home.**

Earth Hour is moment of unity that brings the world together, shines a spotlight on nature loss and the climate crisis, and inspires millions more to act and advocate for urgent change.





# This Earth Hour, we're encouraging supporters to **Give their Hour for Earth** in 4 key ways.

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Learn more  
About Our  
Planet

01

Reconnect  
With Our  
Planet

02

Inspire Others  
to Care for Our  
Planet

03

Restore Our  
Planet

04



As a community organiser, you're giving *your* hour (and more!) to **inspire others to care for our planet** by:

### Learning more about Our Planet

...and the issues we face. Awareness is the first step before action.

### Reconnecting with Our Planet

Spending time in nature - there's no better reminder of why our planet is worth protecting.

### Restoring Our Planet

Getting their hands dirty to keep our planet clean and green.

Check out the next few slides for ideas on how to bring your community together for the Hour.



# **Inspiring others to Give an Hour for Earth:**

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**Ideas for Physical & Digital Events**

# Inspiring others to Learn More About Our Planet

Easy-peasy!

→ Up for a challenge?

Host a screening & discussion of the Netflix series [Our Planet](#) \*

Organise a lunch and learn about sustainability \*

Host a nature-themed quiz night for your team\*

Host a listening party for a podcast about nature

Attend an upcycling or plant-based cooking workshop\*

Organise a sustainability book club\*



\* Can also be adapted as an digital event

# Inspiring others to Restore Our Planet

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Easy-peasy!

→ Up for a challenge?

Organise a  
beach  
clean-up  
competition

Kickstart the  
practice of  
composting  
food scraps\*

Host a  
tree-planting  
session

Host a  
trash-sorting  
session to  
gather  
recyclables

Organise a  
plogging  
(jog & pick up  
trash) event

Organise a  
zero-waste  
contest with  
zero-waste  
prizes\*

\* Can also be adapted as an digital event



# Inspiring others to **Reconnect with Our Planet**

Easy-peasy!

→ Up for a challenge?

**Organise an outdoor yoga or meditation session\***

**Organise a fieldtrip to a natural site nearby\***

Use **Google Lens** to learn about the plants in your environment\*

**Hold a class or team meeting in nature**

**Host a zero-waste group picnic with ugly food**

**Volunteer with a local environmental organisation**

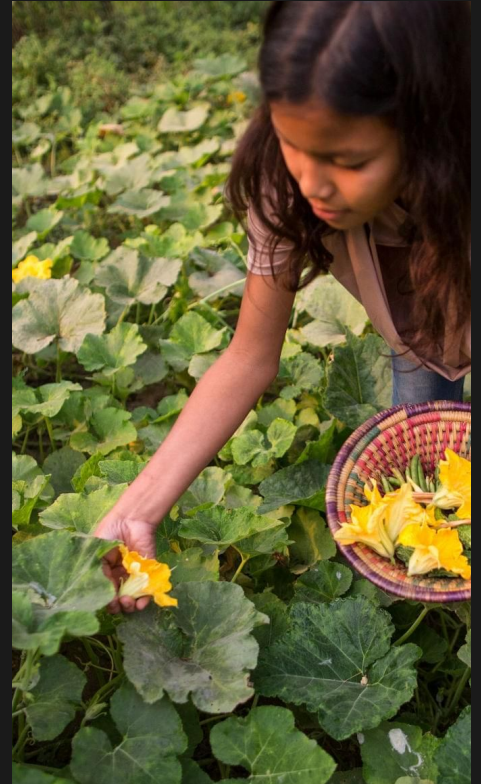


\* Can also be adapted as an digital event

Earth Hour believes that each and every one of us has the power to make a positive impact on our planet, but it's up to us as individuals to decide how we do so. So if you've thought of another way to bring your community together and inspire them to give an hour for Earth that's not listed above, go for it!

Use the hashtags [#BiggestHourForEarth](#) and [#MyHourForEarth](#), in your posts so we can celebrate and share your actions.

See you for Earth Hour on [March 25th, 8.30pm](#) your local time!



# Practical Tips for Physical Events

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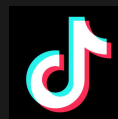
- **Host your event in an accessible location** that is walkable from most public transportation hubs to encourage maximum turnout and discourage event-goers from driving to the event (resulting in a higher carbon footprint) and include notes about accessibility for differently-abled participants.
- If you're catering food for your event, try to **use sustainable or local food sources** as much as possible to minimize waste and your carbon footprint.
- **Minimize waste** by encouraging event-goers to bring their own containers and cutlery when organizing events that provide food OR provide edible plates and cutlery instead of disposables.
- **Reduce unnecessary paper and disposable plastic usage** as much as possible.
- **Provide recycling bins** at your events, and encourage your participants to recycle their waste. You can also provide compost bins for food waste.
- **Rent/re-use set-up equipment and decorations** as much as possible, instead of buying new ones.
- Given the COVID-19 pandemic, **check national health guidelines on hosting public events** before organizing one, and make a decision based on the advice provided by your Health Ministry. Where appropriate and to be sensitive to participants, encourage your attendees to wear a mask and maintain social distancing.





For more information and supporting materials to promote Earth Hour, check out [this page](#) on our website.

Also be sure to follow us on social media to stay updated!



Get in touch: [contact@earthhour.org](mailto:contact@earthhour.org)

