



RAISE YOUR VOICE FOR NATURE

**EARTH HOUR 2020
HIGHLIGHTS REPORT**



EARTH



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EARTH HOUR 2020



EARTH HOUR GOES DIGITAL 60



RAISE YOUR VOICE FOR NATURE



4.7+ Billion
TOTAL IMPRESSIONS
FOR #EARTHHOUR & #CONNECT2EARTH



EXECUTIVE SUMMARY

Inspiring hope at a time of crisis

Earth Hour is always a special time for those of us who care about our planet and the billions of human beings who depend on it. But this year was truly unforgettable. In the midst of one of the worst health crises in modern times, I was astounded to see so many dedicated people around the world temporarily set aside their rightful concerns about the COVID-19 scourge to speak up for nature and our planet. With much of the world in lockdown, millions of people from a record-breaking 190 countries and territories rose to the challenge of marking Earth Hour in a series of joyfully inspiring online events. And our heartfelt thanks go to the colleagues, partners and participants whose unique contributions made this such an outstanding success.

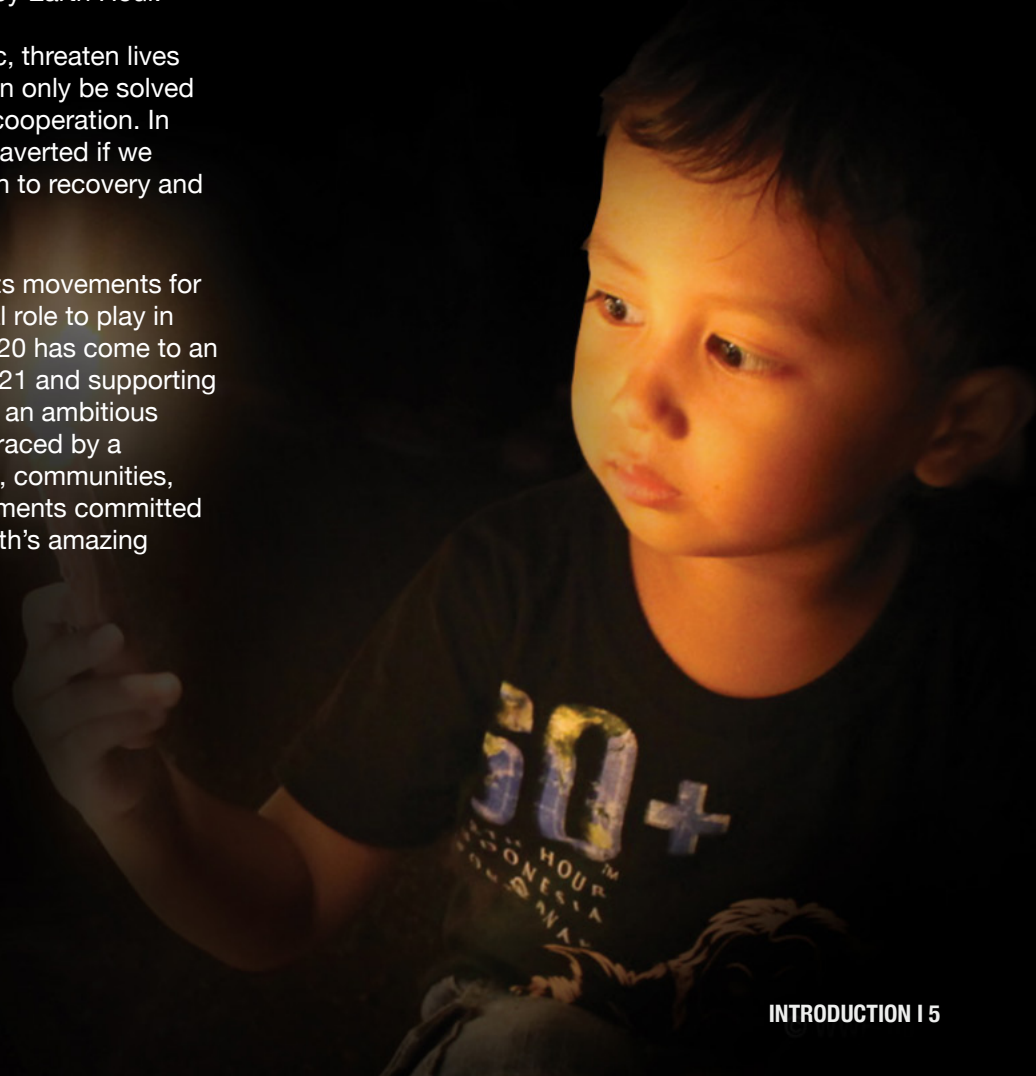
Humanity's primary focus right now must be to find a way out of this terrible pandemic with the least possible damage to our health, our well-being and our livelihoods. There are many challenges ahead but there are also opportunities to shape the recovery in a way that helps deliver a sustainable future for people and planet. As individuals, communities and nations come together, as they must, to see off the COVID-19 threat, this spirit of goodwill and togetherness can also reinvigorate efforts to tackle the interlinking crises of climate change and nature loss, so powerfully illuminated by Earth Hour.

Both of these crises, like the pandemic, threaten lives and livelihoods. And, similarly, both can only be solved by individual commitment and global cooperation. In the coming decade, the crises can be averted if we work together to set nature on the path to recovery and stabilize our climate at a safe level.

As one of the world's largest grassroots movements for the environment, Earth Hour has a vital role to play in making this happen. As Earth Hour 2020 has come to an end, we look forward to Earth Hour 2021 and supporting the world as it comes together around an ambitious New Deal for Nature and People, embraced by a powerful global coalition of individuals, communities, organizations, businesses and governments committed to safeguarding all our futures and Earth's amazing diversity of life.



Marco Lambertini
Director General, WWF International

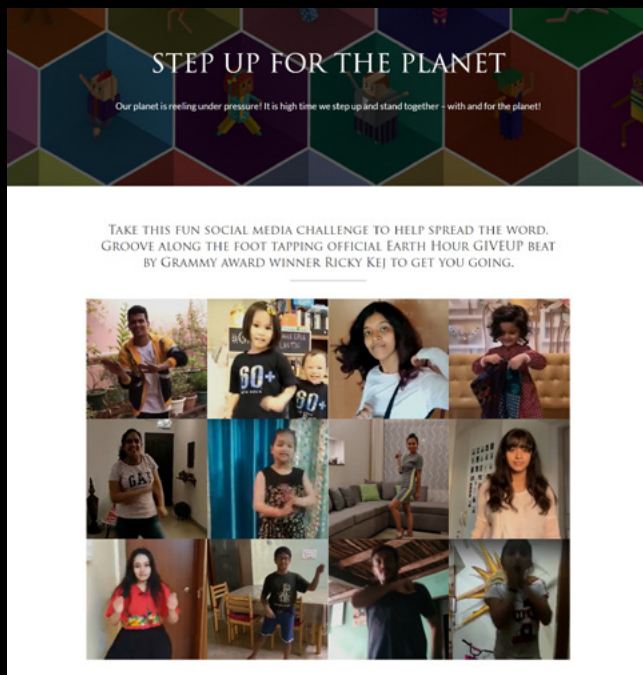
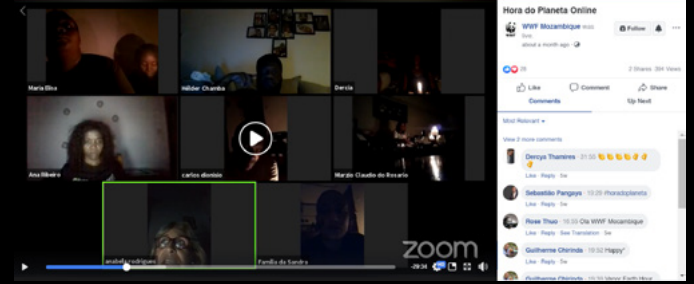


EARTH HOUR 2020 IS A RECORD BREAKER

Taking place in late March amid the heartbreaking opening stages of the COVID-19 outbreak, Earth Hour was a moment of strength and inspiration, reminding people to come together digitally and look after one another and also our planet – our one shared home. Against all odds, it was a remarkable record-breaker – reaching 190 countries and territories, more than ever before, as well as having the largest ever online reach. This magnificent success story came about thanks to the incredible passion and commitment of people around the world, all determined to share their concerns about the future of our one planet.

Safety was of utmost priority with the pandemic on the march; with lockdowns happening around the world, events and get-togethers had to be cancelled at short notice, so Earth Hour went completely digital. Earth Hour teams across the continents rose to the challenge of creating the first-ever digital-only campaign. They developed innovative online events and digital campaigns, such as livestreaming concerts, creatively engaging followers on social media platforms like TikTok, and encouraging supporters to pledge to make their voice for nature heard in the [Voice for the Planet](#) petition.

Despite the unprecedented circumstances, millions responded positively, participating in online events and switching off the lights in their homes to show they care about the future of people and planet. Support also poured in from renowned public figures, environmental activists and celebrities, as well as from well-known brands, organizations and partners.



These combined efforts meant Earth Hour grabbed media headlines around the world, generated over 4.7 billion social media impressions globally, and led to related hashtags trending across 37 countries on Twitter or Google search. Such incredible results strongly amplified Earth Hour's vital messages – both its perennial focus on the climate crisis and also its more recent spotlight on nature loss and the threat it poses to our well-being, prosperity and even survival. Step by step, Earth Hour is helping people to understand the deep connections between these two threats – that we can't beat climate change without protecting nature nor re-establish a thriving natural world without a stable climate.

A people-led grassroots movement at its core, Earth Hour this year exemplified the resilience and resourcefulness of people at a time of crisis. It also brings new hope that, together, we can change our world for the better.

EARTH HOUR 2020

RECORD BREAKER



190  **COUNTRIES &
TERRITORIES**

4.7+ BILLION 
TOTAL GLOBAL IMPRESSIONS*
FROM 1 JAN TO 5 APR 2020 FOR #EARTH HOUR AND RELATED HASHTAGS

**TRENDED ACROSS
TWITTER OR GOOGLE SEARCH IN** **37** 
COUNTRIES

*Estimates using data from social media channels and other platforms such as TikTok, LinkedIn, Weibo (China) and Douyin (China)





HISTORY OF EARTH HOUR

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.

2009

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

2010

Earth Hour brought a petition for climate action from one million people to the UN's COP15 climate conference in Copenhagen, Denmark, symbolizing the growing demand by people to be heard on environmental issues.

2012

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.

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.

START

2.2 MILLION SWITCH OFF



LARGEST GRASSROOTS MOVEMENT



PETITION BROUGHT TO UN'S COP15 CLIMATE CONFERENCE



122,000 SIGNATURES TO PROTECT RUSSIAN SEAS

3.4 MILLION HECTARES OF ARGENTINIAN WATERS PROTECTED



GALÁPAGOS ISLANDS  **BAN**
PLASTIC BAGS
DISPOSABLE
PACKAGING

SPAIN  
**URGING FOR
CHANGE TO
RENEWABLES**



5 MILLION SQ KM
SOUTH PACIFIC WATERS PRESERVED

190
COUNTRIES AND
TERRITORIES



2014

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.

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.

2018

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.

2020

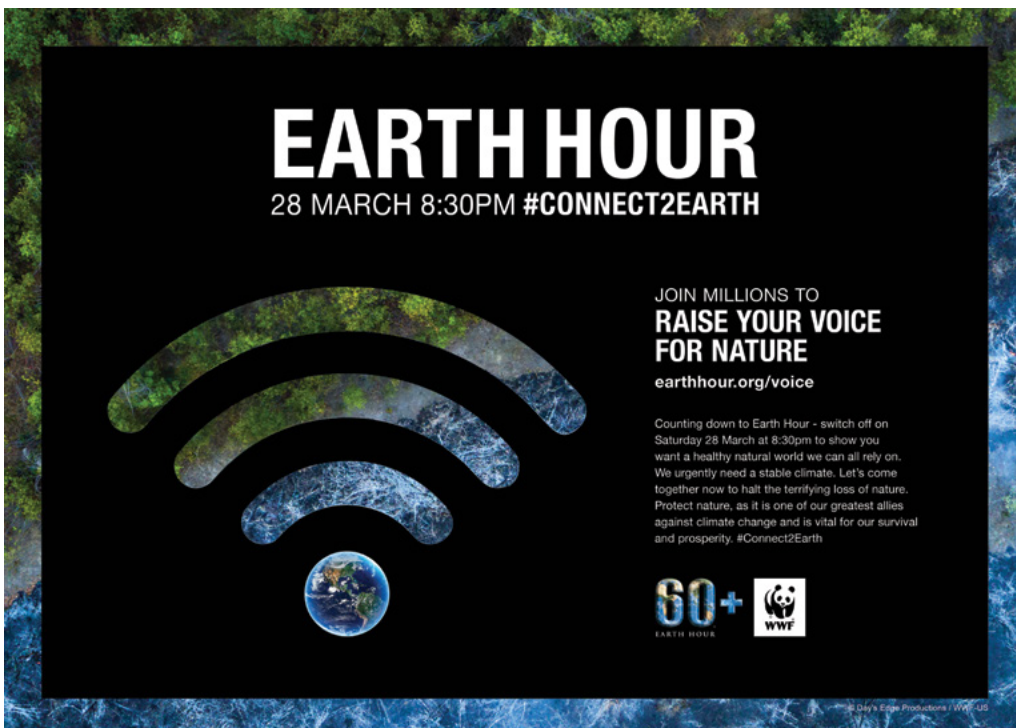
Amid the COVID-19 global health crisis, Earth Hour saw people from a record-breaking 190 countries and territories take part in the first ever completely digital event from their homes.

EARTH HOUR 2018-2020: A NEW EMPHASIS ON NATURE AND CLIMATE

Since its launch in 2007, WWF’s Earth Hour has helped to inspire conversations around the world to raise awareness of the potential threat posed by climate change, helping to build a movement that has led to positive action at local, regional and global levels. The ongoing catastrophic climate crisis still hangs over us and demands our focus. However, the ever-deepening crisis of nature and biodiversity loss must be put in the spotlight too – even more so this year as we face the COVID-19 pandemic. Nature underpins the health, well-being and prosperity of everyone on Earth, but too many of us today do not value its economic, social and environmental importance enough. Neither are we addressing the massive threats nature now faces, and how every one of us must play our part in protecting our one shared home and, in turn, protecting ourselves.

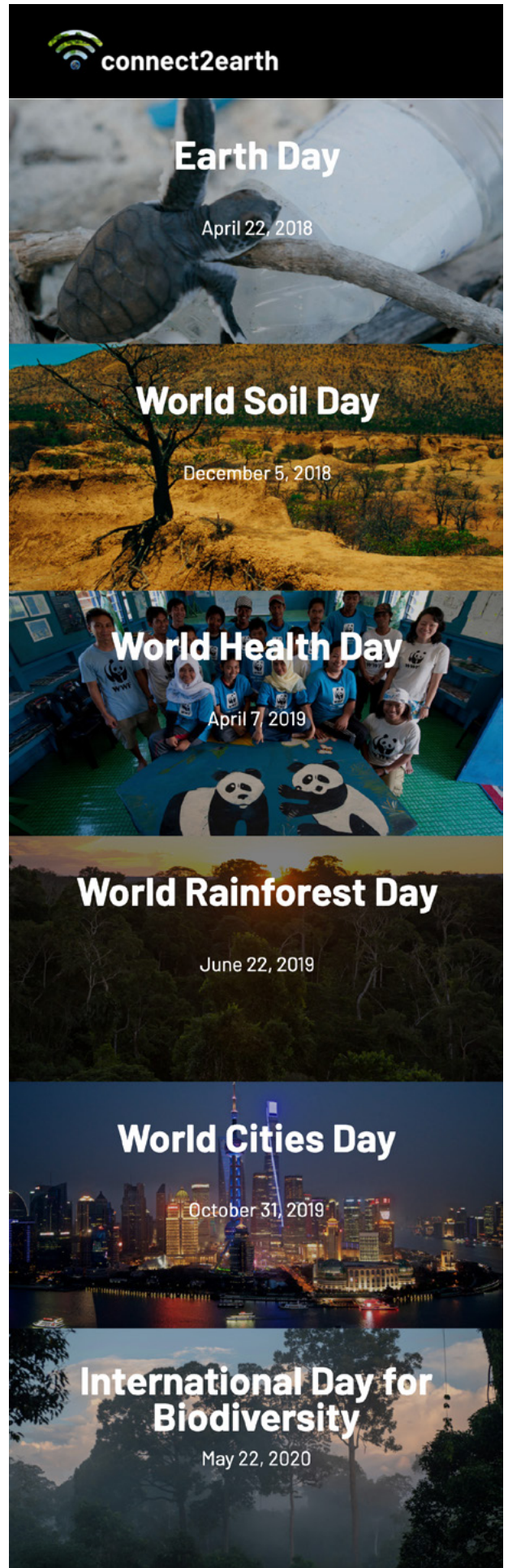
Since 2018, WWF has been building a bridge between the Earth Hour movement’s strong roots in climate change campaigning and the need to create a new momentum for conserving and restoring nature. It has focused on the two sides of the ecological coin: the strong interrelationship between climate change and nature loss – helping to raise awareness and build a better understanding of how a thriving natural world is one of our biggest allies against climate change.

WWF supports the [UN Convention on Biological Diversity’s target](#) of raising awareness about the values of biodiversity and nature so people will take action to protect it and live more sustainably. Earth Hour has helped to strengthen the coalition calling on world leaders to commit to setting nature on the path to recovery in the coming decade.



One of the key ways WWF has delivered this crucial messaging around nature and climate has been through an innovative creative concept, launched with Earth Hour 2018, called #Connect2Earth. Created as an open-source campaign and designed to go beyond Earth Hour, #Connect2Earth aims to empower people to show they care about nature and the future of the planet, to make positive changes in their daily lives, and to encourage world leaders to take urgent action. Connect2earth.org houses toolkits and information freely available for download, that enable awareness raising about the importance of nature to continue throughout the year. These toolkits cover key international dates, including World Environment Day, World Rainforest Day, World Chocolate Day, World Tourism Day and International Day for Biodiversity.

Earth Hour 2020 continued on the trajectory set out in 2018, encouraging everyone to speak out for nature and change their behaviour to respect nature. But with the looming threat of a global health crisis and many being advised to stay at home, Earth Hour this year also emphasized the importance, now more than ever, of coming together – virtually – in solidarity with both people and planet in order to safeguard our health and our future.





By What you NEED ride
What you WANT

Join us in GLOBAL SWITCH OFF
ON 28th OF MARCH 2020

@ekohidnesia
@ekohidnesia
#BelYangBaik
#BelYangBaik

LET'S SAY
NO
TO SINGLE
USE PLASTIC

kalo bisa
LOKAL
kenapa harus
IMPOR!

**ANTI
BOROS
BOROS
CLUB**
#bel yang AWET

terooos
#LMSD
#LMSD

**BELI YANG
ECO
LAB**

#Bel Yang Baik

SUPERT
Go green
" " "

STORIES FROM AROUND THE WORLD

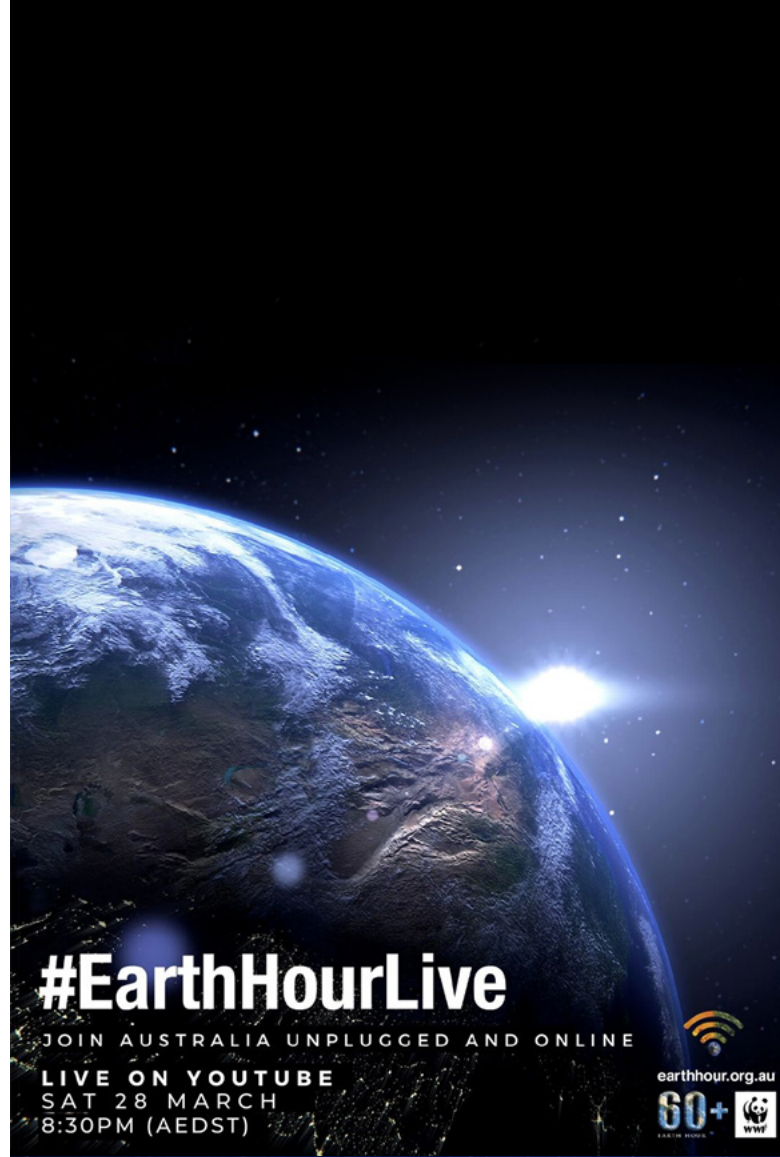
Australia

WWF-Australia invited people to stay home, #switchoff and take part online via an [#EarthHourLive broadcast](#) hosted by award-winning journalist, TV presenter and broadcaster extraordinaire Patrick Abboud. #EarthHourLive 2020 featured a talented line-up of Aussie artists, comedians and special guests including Cody Simpson, Montaigne, Jack River, Polish Club, Bobby Alu, Ella Haber, Dulcie, Alice Skye, Danny Clayton, Akmal, Georgie Carroll and The Stevenson Experience.



China

Over 1.5 million tuned into WWF-China's [Earth Hour livestream](#), which was shown across eight different online platforms, including Weibo and Douyin. Earth Hour also became the highest trending topic on both those platforms. The one-month Earth Hour campaign included a series of 10 articles encouraging people to speak up for nature, countdown challenges and online contests, and saw a reach of over 600 million across social platforms, online news and pro bono ads.



**THIS EARTH HOUR
GIVEUP GOING OUT
AND BE THE
VOICE FOR THE PLANET**
#STAYHOMESTAYSAFE #SWITCH OFF
SATURDAY 28 MARCH
8:30 PM TO 9:30 PM



La Hora del Planeta
 EN CASA

Apaga las luces este 28 de marzo
 y acompáñanos en una transmisión en vivo

14 PAÍSES UNIDOS

¡Juntos por el planeta y las personas!



AMÉRICA CENTRAL MÉXICO 17h30 - 21h30	COLOMBIA PERÚ, ECUADOR 18h30 - 22h30	BOLIVIA PARAGUAY 19h30 - 23h30	ARGENTINA CHILE 20h30 - 00h30
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India

Earth Hour in India went digital this year, asking people to [GIVEUP](#) going out, and requesting that they #StayHomeStaySafe and add their #VoiceForThePlanet. An appealing 'GIVEUP to Give Back Anthem' challenge was launched for people to [#StepUpForThePlanet](#), achieving over 142 million digital impressions on TikTok and an overall total of more than 540 million digital impressions.



© WWF-India

Latin America

Led by WWF-LAC, 14 Latin American countries came together for a regional #HoraDelPlanetaEnCasa (#EarthHourAtHome), a 4-hour live [online broadcast](#) featuring popular artists, YouTubers and celebrities as a sign of regional and global solidarity. The digital event was viewed by more than 100,000 people and received support from over 50 Latin American artists, influencers and celebrities who have more than 100 million followers on their social media accounts.



STORIES FROM AROUND THE WORLD CONTINUED

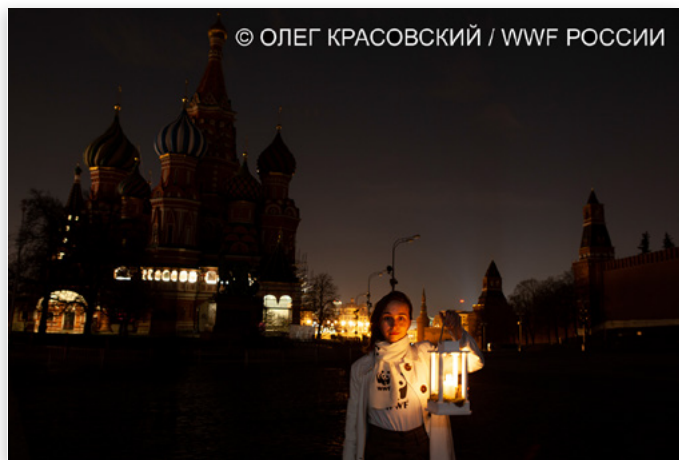
Philippines

WWF-Philippines launched a digital campaign for Earth Hour 2020 called [#ChangeTheEnding](#). The campaign encourages Filipinos to take urgent action to help tackle the climate crisis. [#ChangeTheEnding](#) garnered 3.7 million engagements and almost 90 million impressions on social media. Earth Hour 2020 also received messages of support from the Office of the President and the Office of the Vice President of the Philippines.

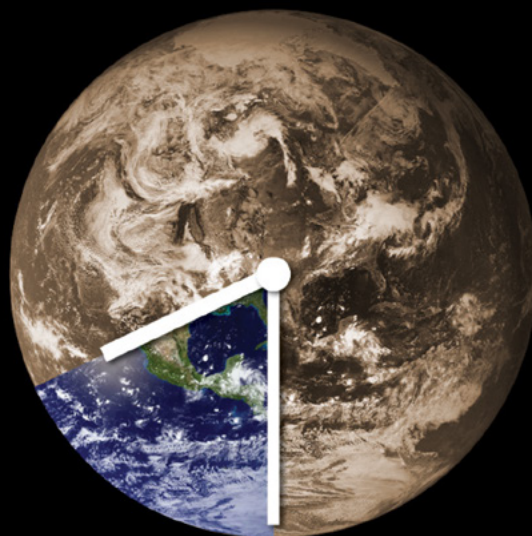


Russia

Russia switched off over 2,000 buildings including the iconic Kremlin and Bolshoi Theatre. The legendary animated series *Masha and the Bear* partnered with WWF-Russia to share Earth Hour-related content. Numerous [digital activities](#) were organized including a free online cinema on 28 March featuring movies about nature, virtual gifts for Russian social media platform Vkontakte users, an eco-quiz on TikTok and more.



We can still
#ChangeTheEnding



EARTH HOUR
28 MARCH | 8:30 PM

STORIES FROM AROUND THE WORLD CONTINUED

Turkey

Earth Hour in Turkey was marked by the WWF team hosting several digital events, including an open Q&A session with a conservation team via Zoom, an Earth Hour live concert marathon, a reading session with writer Sinan Sülün, and an Instagram Live interview with actor Alican Yucesoğlu. Over 120 celebrities and influencers also posted messages online in support of Earth Hour. As a result, WWF-Turkey's overall Earth Hour campaign achieved a total digital reach of 34 million, including an Instagram reach of 15 million.



DÜNYA SAATİNDE IŞIKLARI KAPAT YARINLARI AYDINLAT!



28 Mart Cumartesi

20.30-21.30

Uganda

The Ugandan Minister of State for Environment, Hon Beatrice Anywar Atim, [activated a previously passed ban](#) on the importation, local manufacture, sale or use of plastic bags in Uganda following an [Earth Hour lead-up march](#) on 13 February against the ill-effects of plastic pollution.





60-1
EARTH HOUR
ساعة الأرض
EARTH HOUR

HIGHLIGHTS FROM OCEANIA AND ASIA



© WWF-Thailand



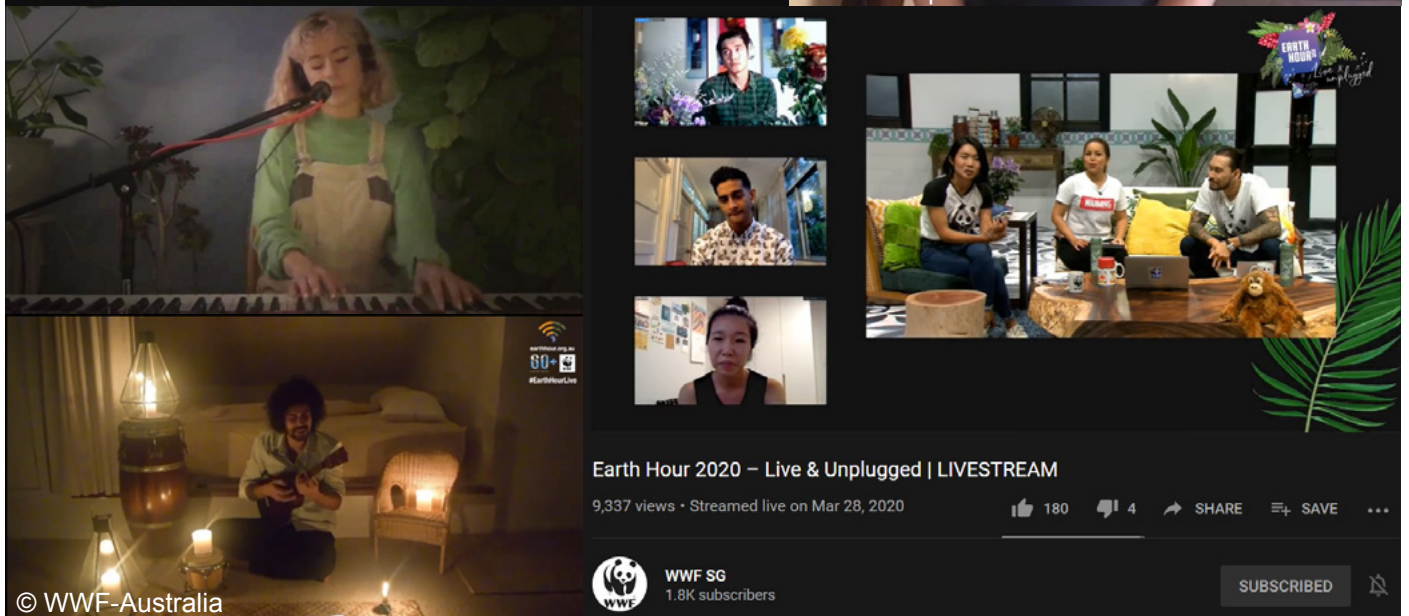
© WWF-Malaysia



© WWF-Korea



© WWF-Nepal



© WWF-Australia

© WWF-New Zealand



© Earth Hour - Taiwan



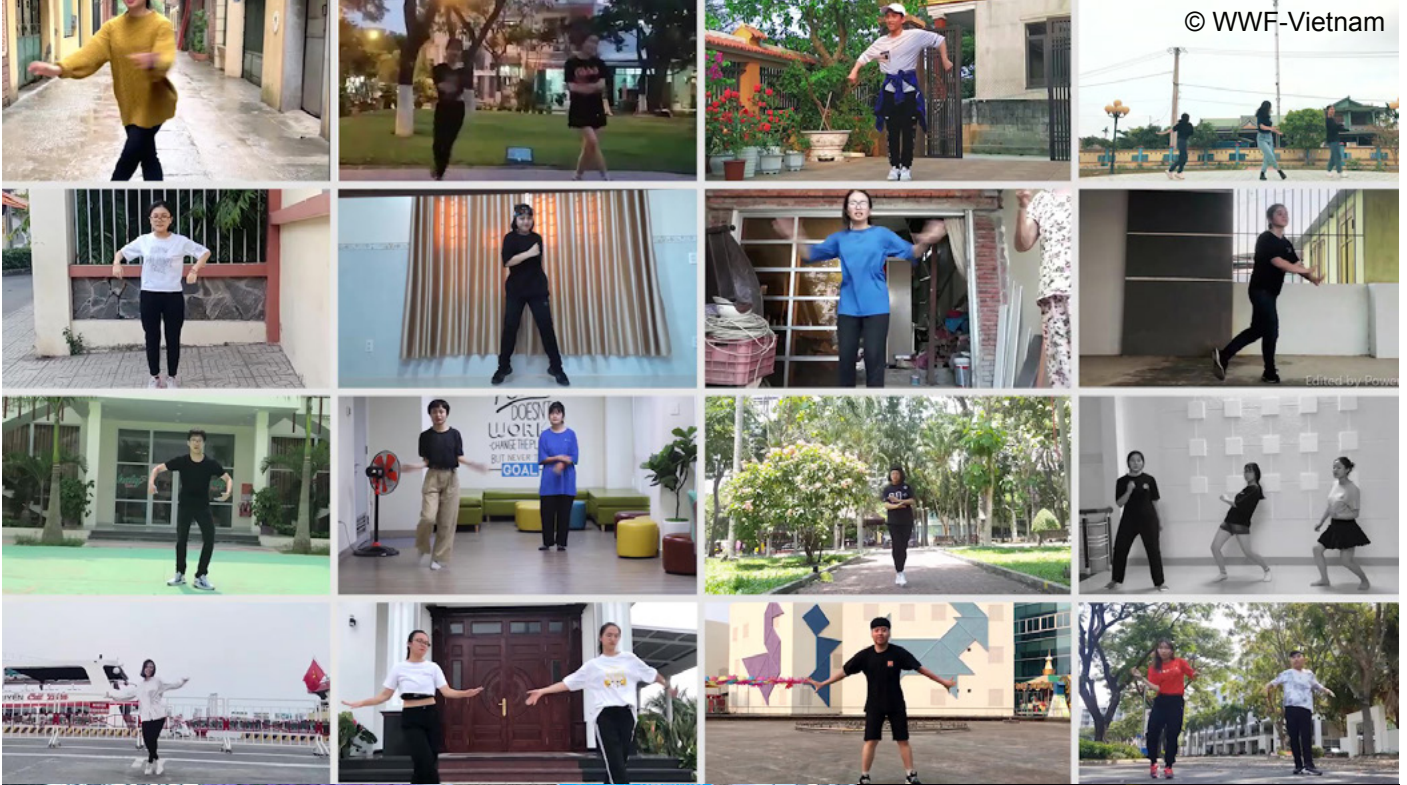
© Earth Hour - Samoa



© Earth Hour - Maldives



© WWF-Vietnam



© WWF-Japan



© WWF-China

HIGHLIGHTS FROM AFRICA AND THE MIDDLE EAST



© WWF-Tanzania



© WWF-DRC



© WWF-Tunisia



© WWF-Kenya



© WWF-Uganda



© Earth Hour - Iran



© WWF-Cameroon



© Earth Hour - UAE



Earth Hour Cyprus was live. March 29



© WWF-Namibia



© Earth Hour - Qatar



© WWF-Kenya



© Earth Hour - Iraqi Kurdistan



© WWF-Turkey

YMCA Africa
28 March at 03:15 · 🌐

As we face these difficult times, we need to support each other by staying connected. Join us this #EarthHour as we act in solidarity with millions of others across the world. Let's show our support for each other and our shared home 🌍 Turn off your lights at 8.30pm and raise your voice for our planet: earthhour.org/voice

EARTH HOUR
#CONNECT2EARTH

28 MARCH
8:30PM

GO+ 🌐



© WWF-Madagascar

HIGHLIGHTS FROM EUROPE AND THE AMERICAS



© WWF-Finland



© WWF-Argentina



© WWF-Netherlands



© Earth Hour - Dominican Republic



© WWF-Italy



© WWF-UK



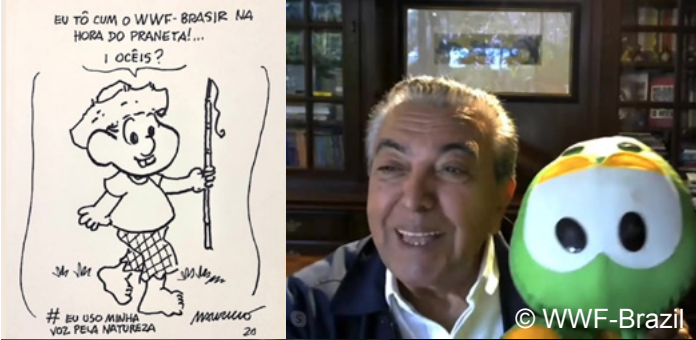
© WWF-Colombia



© Earth Hour - Macedonia



Grupo Local Zaragoza



© WWF-Brazil © WWF-Spain



EU TÔ CUM O WWF-BRASIL NA HORA DO PLANETA!... I OCÊIS?
EU USO MINHA VOZ PELO PLANETA
MARCOS 20



© Earth Hour - Malta



© WWF-Sweden



© WWF-Mexico



© WWF-Bulgaria



© WWF-Portugal

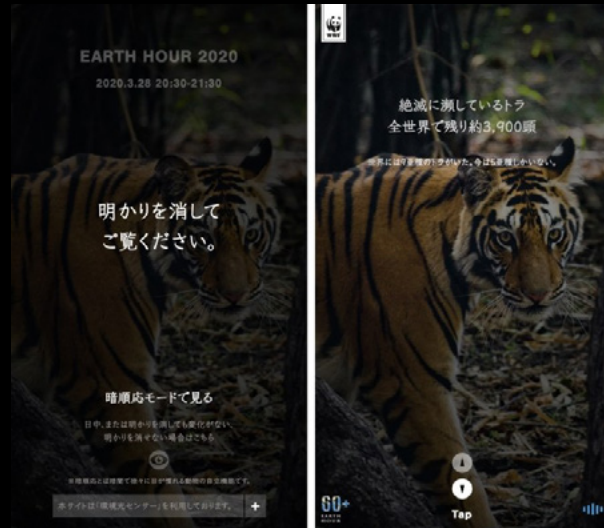


© WWF-Canada



© WWF-Chile

ARTWORK FROM AROUND THE WORLD





EARTH HOUR
MARCH 28, 2020
8:30 PM

ЭХ ДЭЛХИЙГЭЙГЭЭ ХОЛБОГДЬЕ.
УУР АМЬСГАЛЫН ӨӨРЧЛӨЛТТЭЙ ТЭМЦЭХ БИДНИЙ ЦАГ

We can still
#ChangeTheEnding

EARTH HOUR
28 MARCH | 8:30 PM

60+ WWF AND ENERGY EFP

60+
EARTH HOUR
3.28 20:30

60+ EARTH HOUR NEPAL

JOIN US!
RAISE YOUR VOICE FOR THE PLANET

EARTH HOUR GOZO
28 MARCH 2020 6-10PM
QUEEN MARY UNIVERSITY OF LONDON MALTA CAMPUS

JOIN US TO
SHARE THE DARKNESS AND OPEN OUR EYES TO THE CALL OF MOTHER EARTH.

60+ SPACELAB Queen Mary University of London

#ConéctateConLaNaturaleza JUNTO A NOSOTROS
28 DE MARZO, 8:30PM
A TU HORA LOCAL

60+ EARTH HOUR

2020地球一小时
地球发声

19:30, 关上灯, 聆听自然的声音!

自然万物与你息息相关, 甚至沟通, 人类健康繁荣的未来也将受到威胁, 让我们一同保护生物多样性, 为地球发声。

earthhour.org.cn

Join #collar conversations with changemakers about the planetary emergency and live music by some of Singapore's top artists.

LIVE on YouTube
28 March | 5.30pm to 8.30pm

28. MART
SAT ZA NAŠU PLANETU:
OKRENIMO SE PRIRODI!
www.facebook.com/WWFserbia

60+ WWF

EARTH HOUR
28 MARCH 8:30PM #CONNECT2EARTH

JOIN MILLIONS TO
RAISE YOUR VOICE FOR NATURE

www.id/voice-planet

60+ EARTH HOUR

THIS EARTH HOUR
#SWITCHOFF

RAISE YOUR VOICE FOR NATURE
SATURDAY 28 MARCH
8:30PM

earthhour.org.au

60+ WWF

EARTH HOUR
#CONNECT2EARTH
JOIN MILLIONS TO RAISE YOUR VOICE FOR NATURE

28 MARCH 2020
8.30PM

ADINY IRAY HO AN'NY TANY

#CONNECT2EARTH
28 martsa 2020

關燈響應
2020年3月28日
8:30PM-9:30PM

#CONNECT2EARTH

#EarthHour

EARTH HOUR 2020

Für einen lebendigen Planeten
Machen Sie mit unter wwf.de/earthhour

28. MÄRZ | 20:30 - 21:30 UHR

EARTH HOUR 2020
ON ETEINT TAHITI

Partage ta Soirée sous les Étoiles sur la page @EarthHourTahiti

28Mar2020 20:30 改變生活·變好世界

地球一小時
EARTH HOUR.HK

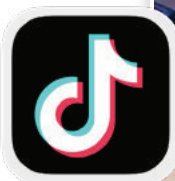
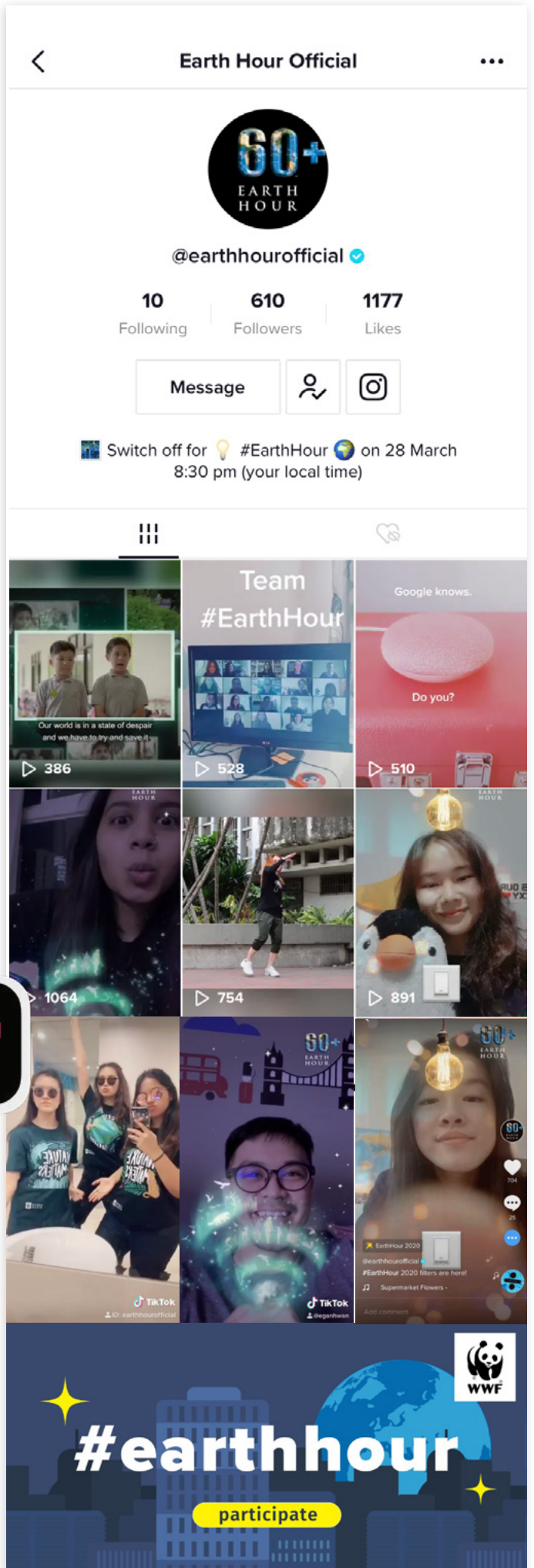
CHANGE THE WAY WE LIVE | PLEDGE NOW 立即承諾

DIGITAL HIGHLIGHTS

Earth Hour 2020 truly harnessed the power of virtual – across social, web and email. Unique, relevant content helped drive a sense of community, joy and hope, even in these challenging times, and raised awareness about the importance of nature and how it is one of our greatest allies against climate change. Supporters participated from home, switching off their lights and pledging for a better, healthier future for our shared home on the digital petition platform [Voice for the Planet](#).

A dynamic and adaptive platform strategy has always been at the heart of our digital efforts. The launch of the [Earth Hour channel](#) on TikTok, one of the fastest-growing social platforms globally, helped us reach new audiences and galvanize greater youth support for nature. Over 1.7 billion global social media impressions were achieved through TikTok, out of the global total of over 4.7 billion across social media channels and other platforms such as LinkedIn, Weibo and Douyin. We also launched the [Earth Hour Facebook shop](#) with help from our partner, sustainable online t-shirt store Teemill. Tees featured slogans such as “nature matters” and “be kind to Earth” that supported the Earth Hour messaging.

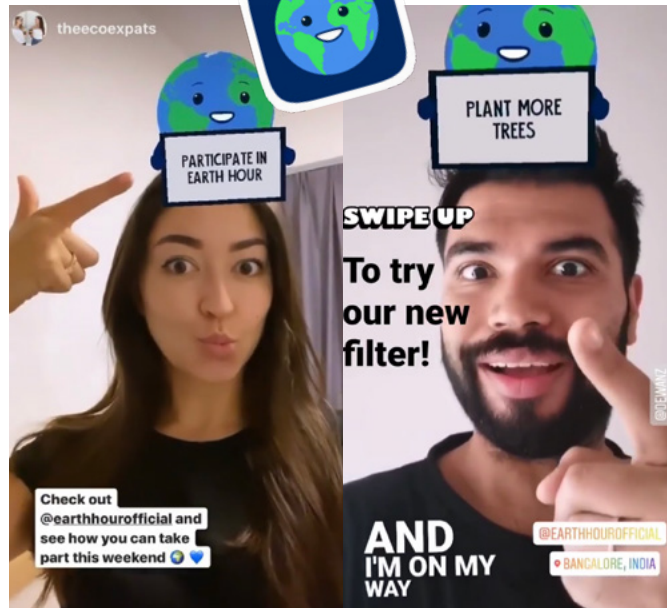
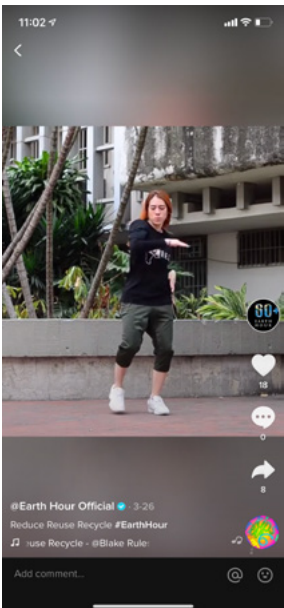
To encourage participation in Earth Hour, we ran a user-generated contest on the day of Earth Hour with One Minute Briefs, which engages the creative community on Twitter to generate ideas for brands. Our call to design a poster to mark the hour received [over 200 entries](#), and the community took it one step further by sharing their Earth Hour selfies and hosting a party in the dark using the platform Houseparty.



Breaking away from traditional content, we created countdown posts with a climate march theme and design, our take on popular memes, and inspirational quote cards featuring lines from Pope Francis, Greta Thunberg, Albert Einstein and more. User-generated campaigns were also integrated into our content, including Instagram AR filters, Facebook frames and TikTok dance challenges. Partners such as the [United Nations](#), [World Economic Forum](#), [Fridays for Future](#), [IUCN](#), [The Nature Conservancy](#) and many more used and shared the content in support of Earth Hour.



Quote Cards



DIGITAL HIGHLIGHTS CONTINUED

Our supporters worldwide were instrumental in helping us reach new communities such as parents, comic creators and illustrators. Eco-influencers took this one step further by highlighting #EarthHour on their pages. And these efforts were complemented by endorsements from public figures and celebrities like UN Secretary-General [António Guterres](#), Canadian Prime Minister [Justin Trudeau](#), environmental activist Greta Thunberg, Indian film star [Amitabh Bachchan](#), British singer-songwriter [Cat Stevens](#), Chinese actor [Zhu Yilong](#), Kenyan singing sensation [Nikita Kering](#), Colombian model [Claudia Bahamón](#) and many more.

António Guterres @antonioguterres · Mar 28

As we continue the global fight against the #COVID19 global crisis, this year's #EarthHour is a timely reminder that individual actions can make a big difference.

United Nations @UN · Mar 28

During Saturday's #EarthHour at 8.30pm wherever you are, take a moment to honour those at the frontlines of the #COVID19 pandemic.

Let's take care of ourselves, each other, and the planet.
earthhour.org



97 526 1.2K

Justin Trudeau @JustinTrudeau · Mar 29

You're already at home tonight, so why not unplug for #EarthHour at 8:30PM local time? Whatever you do tonight, #StayAtHomeAndStaySafe.

2.2K 2.2K 14.4K

Amitabh Bachchan @SrBachchan · Mar 29

T 3483 - 'Earth Hour' today to shut electric lights from 8.30 to 9.30 pm .. just finished observing it , and back to you .. thought of writing here in candle light, but best to follow instructions .. Sad though, as I looked out of my window, there were not many that observed it

940 996 18.4K

Yusuf / Cat Stevens @YusufCatStevens · Mar 29

I've been waiting for that moment to arrive
All at once the wrongs of the world will be put right – how nice!

@WWF #EarthHour2020
#MaybeTheresAWorld #WhereDoTheChildrenPlay?



15 53 301

朱一龙 3月28日 14:24

我们的地球因野生动植物的存在而绚丽多彩，然而在过去40多年间，地球上的野生动物种群数量平均下降约60%! 野生动物因栖息地的破坏、人们对其制品过度消费导致的盗猎和非法交易使它们正面临生存危机。关注今晚@地球一小时 线上熄灯仪式，与@WWF世界自然基金会 一起#为地球发声#! @新浪新闻 @公益 ... 展开全文



收藏 533102 266340 819343

Nikita @Nikita_Kering · Mar 29

Lights off!! #EarthHour2020 #NiSisiSote @WWF_Kenya @WWF_Africa @earthhour



0:07 416 views

3 8 40

claudiabahamon @CLAUDIABAHAMON

Horadelplaneta.org esta noche 8:30pm los invito a conectarnos en vivo. 60 minutos maravillosos con invitados desde todos LATAM! ❤️🌍

Translate Tweet



Our video ads were designed to help people better perceive the impacts of the loss of nature, with one showing nature missing from a photograph. Various 'how to' and livestream sessions simplified each of the [Voice for the Planet](#) petition asks into individual everyday actions. As a result, we recorded over 20,000 pledges to support and demand urgent action to combat nature loss – double the number of pledges received in 2019.

With “#EarthHour” and related hashtags trending as a Twitter or Google search term in 37 countries on the night of Earth Hour, our [Earth Hour global website](#) complemented our social media efforts and played an important role in reaching and engaging new and existing audiences. [Earthhour.org](#) was visited more than half a million times in the lead-up to and on the night of Earth Hour, and its revamped design and structure helped to ensure a more seamless, mobile-friendly user experience than ever before. At the core of the website was a broad range of [participation options](#), empowering individuals anywhere in the world to take part in Earth Hour in a variety of ways – from educational videos on nature loss and ideas on celebrating Earth Hour from home, to guides for event organizers, free-to-use marketing materials, an online petition tool, and a directory of online events in over 40 countries that users could tune in to on 28 March.

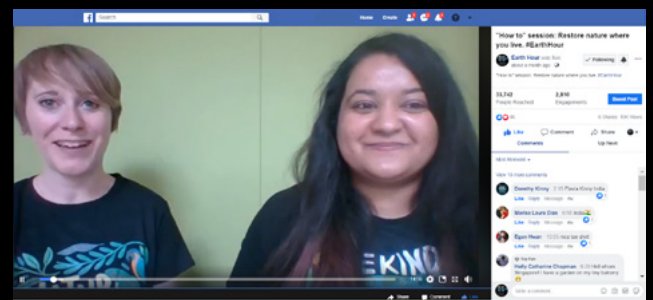
Overall, [earthhour.org](#) exemplified the DNA of Earth Hour – a people-led movement – and emphasized the power of collective impact through the amalgamation of even the smallest individual actions. Through various touchpoints in our website, we were also able to grow our mailing list by 9,700 subscribers, allowing us to continue engaging our supporters after Earth Hour with more personalized messaging.



FACEBOOK “HOW TO” LIVE SESSIONS

EARTH HOUR.ORG/VOICE

CHANGE WHAT I BUY	RESTORE NATURE WHERE I LIVE	CHANGE THE WAY I EAT	EMBRACE RENEWABLE ENERGY	LIVE MORE SUSTAINABLE
5 MAR 6 4 PM - SGT	17 MAR 12 PM - GMT	19 MAR 4 PM - SGT	23 MAR 10 AM - GMT	26 MAR 9:30 AM - GMT



"How to" session: Change the way I eat. #EarthHour

2 weeks ago · 13.8K Views



MEDIA HIGHLIGHTS

With Earth Hour being marked at a time when the world was in the grip of the COVID-19 pandemic, the plight of millions of people around the world was on our mind.

Speaking for the movement, our media materials aimed to communicate with strong sensitivity and relevance to the ongoing health crisis, and placed a powerful emphasis on the need for solidarity with each other at a time of heartache and suffering for so many.

While highlighting our support for the health of the wider community by running digital-only events, we also looked more broadly at the strong links between human and planetary health – and how the future of both is intertwined. These positive messages secured headlines in top tier media, from [‘Don’t forget climate threat, Earth Hour activists urge’](#) on Deutsche Welle, [‘Digital Earth Hour Can Unite Us All, Whilst In Isolation’](#) in British Vogue and [‘COVID-19 won’t stop Indonesia marking Earth Hour’](#) in The Jakarta Post, to stories in the [South China Morning Post](#), [The Straits Times](#) and [Nikkei Asian Review](#), as well as on [CNN](#) and [Al Jazeera](#).

Earth Hour received an incredible 12,500 editorial mentions, a total reach of 27.1 billion and coverage by 5,147 outlets at a time when the news agenda was dominated by COVID-19.



ADVERTISING HIGHLIGHTS

Earth Hour would not be what it is today without the support of media and advertising partners. From Brazil to Finland, and from Maldives to Zimbabwe, Earth Hour teams were fortunate to receive pro or low bono advertising opportunities to help create awareness of Earth Hour and #Connect2Earth, bringing our vital messages right into homes.

Although the COVID-19 lockdown limited the usual opportunities offered by outdoor media spaces, they still helped to amplify Earth Hour messages in some countries – on giant roadside billboards, posters and screens in malls, at bus stops and train stations, and even on ATM screens.

Earth Hour and #Connect2Earth also appeared in advertisements and articles in local newspapers, commercials and call-in segments on local radio and television, indoor screens in office and residential buildings, as well as on mobile apps and website banners.



PARTNERSHIPS

Without the support of our partners, Earth Hour would not be the incredibly successful global phenomenon it is today. Partners play a vital role in reaching new audiences and raising awareness about the importance of nature, attracting more people to take action to protect our one shared home.

In 2020, our partners included the World Organization of the Scout Movement, Love Nature 4K, Pocoyo, Teemill, TikTok and the Union of European Football Associations (UEFA).

World Organization of the Scout Movement

With over 50 million Scouts, the World Organization of the Scout Movement plays a critical role in raising awareness about why nature matters. The Scouting mission is to contribute to the education of young people “to help build a better world”, linking perfectly to Earth Hour’s aim of empowering the world’s youth.

Building on the success of previous years of partnership, this year’s Earth Hour saw Scouts add their [Voice for the Planet](#) and take on challenges that could be undertaken from home. For example, they were encouraged to hold a movie theme night with family members or write a letter to their future eco-warrior self. For many Scouts, nature is embedded in their learning and outreach programmes, so this Earth Hour was about bringing a slice of nature into their homes to share with their families.



Love Nature 4K

Blue Ant Media’s nature documentary channel, Love Nature 4K, presents the natural world in stunning detail, and invites viewers to discover and explore its beauty and wonder. The powerful stories it tells help to foster a deeper understanding and connection to this planet we call home, and inspire people to take better care of it.

In support of Earth Hour, Love Nature 4K created a collection of [‘Beyond the Hour’ content](#) – from videos to infographics and a Love Nature Bingo – that showed viewers how their actions can impact the planet, and encouraged them to #ChooseNatureFirst in their everyday lives and add their [Voice for the Planet](#). As a regional media partner for Earth Hour 2020, Love Nature 4K also helped amplify the Earth Hour message by providing pro bono advertising on their channel in various countries in Africa, Asia, Europe and the Middle East.



Pocoyo

Originating in Spain but now watched in over 100 countries, Zinkia Entertainment’s children’s animated series *Pocoyo* has partnered with Earth Hour since 2010. Its main character, fun-loving Pocoyo, together with his friends Elly, Pato and Nina, have been Earth Hour Global Kids Ambassadors since then, and have helped bring the movement to the youngest generation and educate them about our planet.

This year, Zinkia Entertainment produced an interactive game that educates players about how nature provides our food, an activity book, arts and crafts ideas, and five episodes about bee pollination, fruits and vegetables, animals and more. They also encouraged children and their parents to pledge their [Voice for the Planet](#).



PARTNERSHIPS CONTINUED

Teemill

For the second year running, Earth Hour teamed up with Teemill, an on-demand online store selling t-shirts and merchandise, giving people across the world the chance to throw on a cool tee and show their support for our planet. This year, we also launched the [Earth Hour Facebook shop](#) featuring those Teemill products.

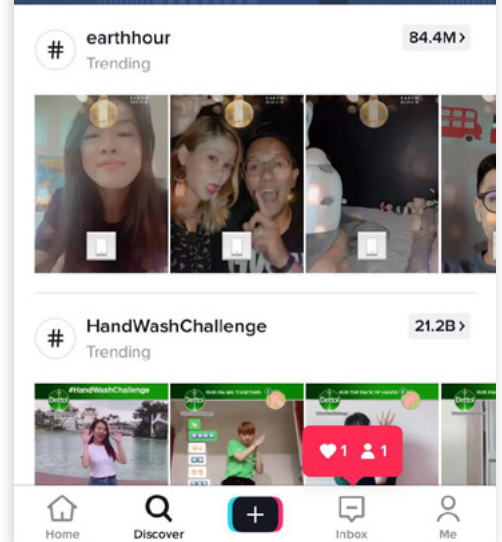
Products and packaging by Teemill are made from natural materials, and every item is designed to be sent back to Teemill when it is worn out. They also make their own products from certified organic (GOTS) cotton in an ethically accredited, renewable energy powered factory.

Around Earth Hour, Teemill saw record-breaking sales. Funds from those sales helped plant 1,000 trees and also went towards WWF's conservation projects around the world.



TikTok

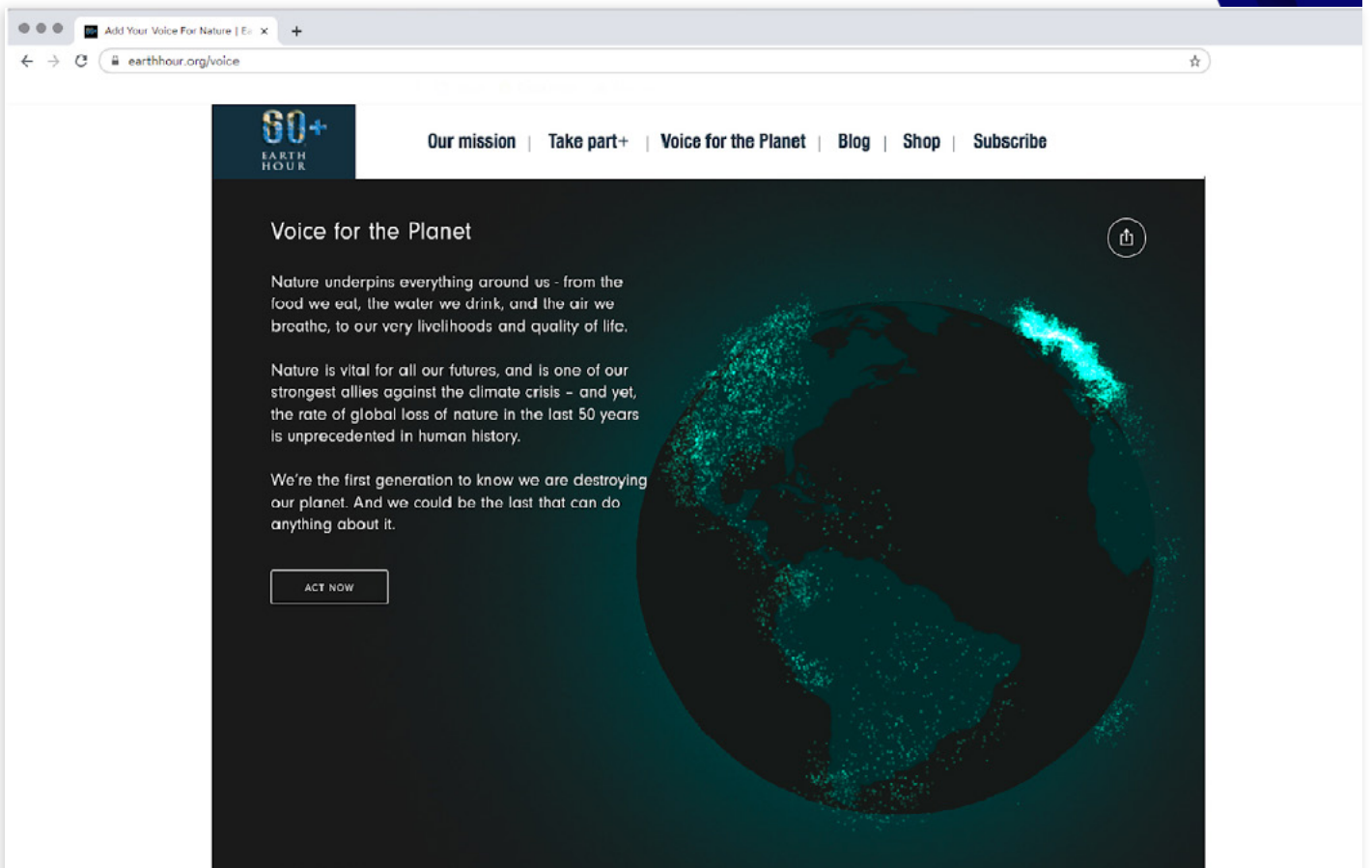
Through its appealing visuals and soundtracks, TikTok has become one of the fastest-growing social platforms in the world. For a second consecutive year, TikTok helped raise awareness of the importance of nature among its audience, largely made up of youth, to inspire them to take action for our planet. As a global digital supporter for Earth Hour, TikTok encouraged users across the globe to “switch off” by using a specially created filter and sharing it with their friends. With the launch of the [Earth Hour TikTok channel](#), we saw over 1.7 billion global social media impressions!



Union of European Football Associations (UEFA)

The Union of European Football Associations (UEFA) has been a long-time supporter of Earth Hour. In its role as the governing body of European football, UEFA aims to promote the spirit and values of the sport, while also upholding standards and supporting member associations.

Partnering with UEFA provides an opportunity to bring nature and sports together and reach out to football fans worldwide. Beyond turning off lights at their headquarters in Nyon, Switzerland, UEFA asked their more than one million Twitter followers to sign the [Voice for the Planet](#) petition and pledge to protect our shared home.



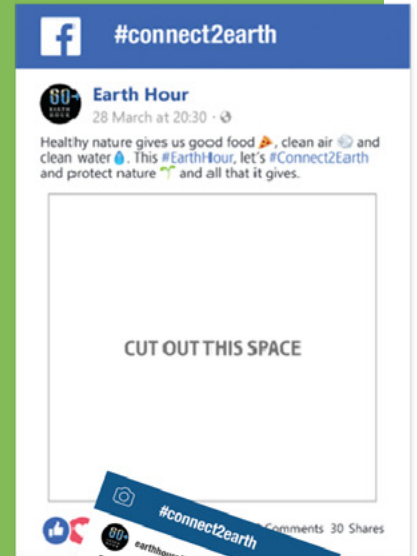
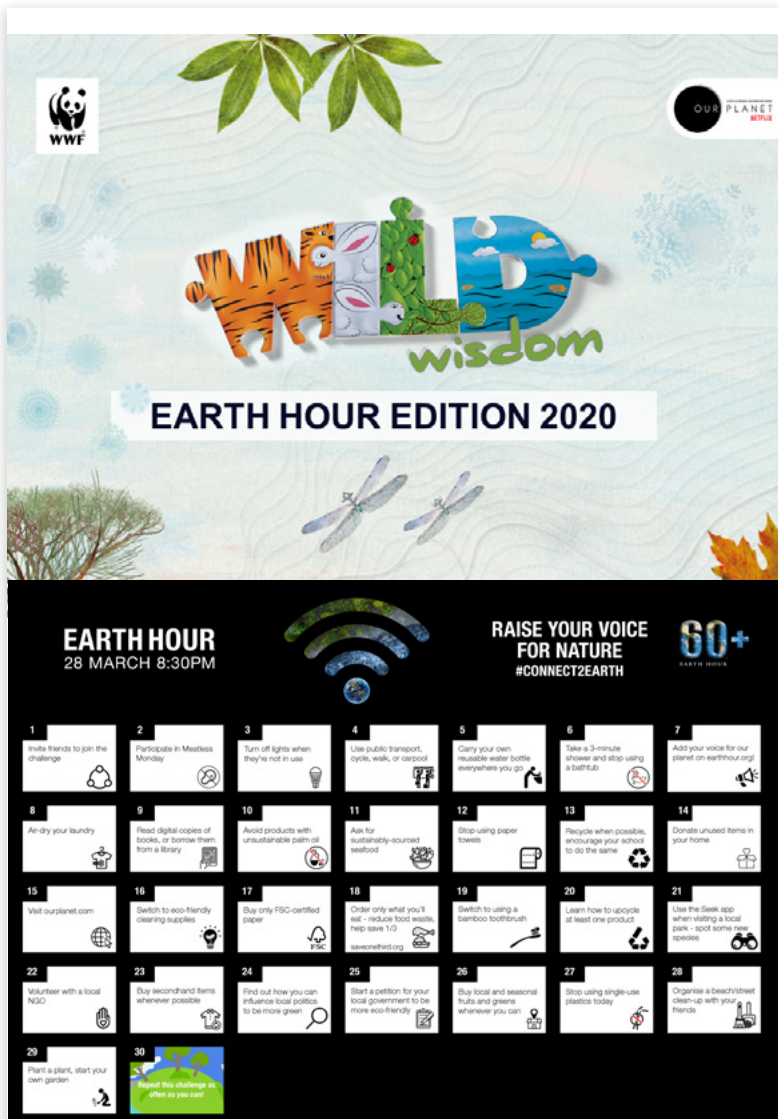
YOUTH FOR EARTH HOUR

All around the world, young people are an integral part of Earth Hour’s movement for nature – stepping up, speaking out and taking action for the planet. Education initiatives, together with the activities of the Scouts and other youth groups made a particularly strong contribution to Earth Hour 2020.

Education

The younger generation is critical in protecting our planet and, through education, we can reach out to them to show the importance of nature to their everyday lives and empower them to take action. Year after year, Earth Hour has worked with education and youth communities. This year, we created a toolkit for educators to engage schools, youth groups and youth organizations.

The assets that made up the toolkit could be easily adapted for a variety of educational purposes, and featured an Earth Hour edition Wild Wisdom quiz, a 30-day action calendar, photo booth props and frames, and various other educational resources from WWF teams.



#Connect2Earth

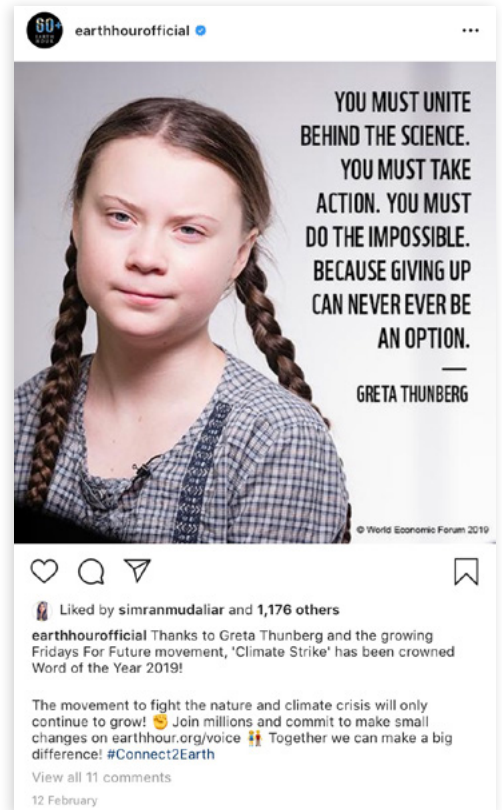


#EarthHour



Fridays for Future

Fridays for Future is an international youth movement, founded by Greta Thunberg, calling for climate action and environmentally friendly policies. On 28 March, students and young activists from the Fridays for Future movement, which now involves over 13 million young people around the world, united for Earth Hour through their digital channels, showing their support for biodiversity and nature.



Global Youth Biodiversity Network

Young leaders of the Global Youth Biodiversity Network (GYBN) play an important role in reaching out to decision makers on policies that will shape biodiversity and nature for all of us. For Earth Hour 2020, members from over 20 countries decided to #Unite4Nature. They filled social media with photos, videos and posts showing how day-to-day activities can be transformed to be more sustainable and conscious of biodiversity and the environment. This concluded in an Earth Hour [Facebook Watch Party](#), where GYBN members and followers around the globe got together online to watch and reminisce about highlights of their inspirational work.



SUPPORT FROM AROUND THE WORLD

IKEA Canada @IKEACanada

Support our planet by participating in Earth Hour tonight at 8:30pm ET. 🌍🕒 Make sustainable choices at all hours of the day with the KNIXHULT lamp. Made from bamboo that would otherwise be discarded, we harness the plant more than twice as much. #EarthHour #Connect2Earth

CitiesWithNature @CitiesWNature

Even though we're helping to flatten the curve by staying home, we can still take part in #EarthHour!

Why not switch off & enjoy a candlelit dinner? #EarthHour2020

Explore all the different ways you can take part online or at home this @earthhour: earthhour.org/take-part



World Economic Forum @wef

This year's Earth Hour is going digital due to the coronavirus pandemic bit.ly/2wx2QqM #coronavirus #ClimateChange #VoiceForThePlanet



EU Environment @EU_ENV

This is our home, seen from the Moon 52 years ago. This Saturday 28 March is #EarthHour. It is particularly symbolic this year. Wherever we are, we are together, we are one. At 8.30 pm, let's unite. Let's #Connect2Earth @earthhour @NASA earthhour.org



Inger Andersen @andersen_inger

This year's @earthhour is more somber & solitary than ever. As we battle #COVID19, I send messages of thanks to health workers & of solidarity to those infected. Let's step up #ForPeopleForPlanet. BTW, I still enjoy beautiful solar lantern given to me at #EgyptCOP14 Nov 2018




Convention on Biological Diversity

15 March at 22:00

The 2020 #SuperYear for #Nature is a chance to make political key decisions that affect our planet's future

This #EarthHour, raise your #VoiceForThePlanet by switching off your lights on 28 March at 8:30pm.

Earth Hour #Connect2Earth <https://www.earthhour.org/>



Join One Of The World's Largest Movements for Nature | Earth Hour 2020. Join millions of people around the world and switch...

TikTok @tiktok_us

hey guys it's #earthhour today! so at 8:30 local time, flip the switch. turn off all electricity and give back to mother nature. 🌱🌿🌾



12:02 AM · Mar 29, 2020 · Twitter for iPhone

30 Retweets 267 Likes

UNICEF @UNICEF

In times like these, we can't escape just how closely we're all connected.

As we come together for #EarthHour, we remember that acting together, for the good of everyone, is when we're strongest. 🌍



3:30 AM · Mar 29, 2020 · Hootsuite Inc.

73 Retweets 339 Likes

UN Environment Programme Europe @UNEP_Europe

This Saturday join @UN Secretary-General António Guterres and people everywhere for Earth Hour 2020 by switching off your lights from 8:30 p.m. Shine a light on the pressing need for climate action! #Connect2Earth



WWF EU and 6 others

3:30 PM · Mar 26, 2020 · Twitter Web App

World Scouting @worldscouting

@EarthHour is this Saturday at 8:30PM (local time)! Will you be switching off from home? Set a goal for how you can #Connect2Earth indoors and tag 2 friends below, encouraging them to join you. Together we can achieve so much! Get inspired scout.org/earthhour #Scouts



9:56 PM · Mar 26, 2020 · Falcon Social Media Management

45 Retweets 66 Likes

UN Biodiversity @UNBiodiversity

Whether at home or online, #EarthHour is an opportunity to showcase our 🌱 for our planet!

On 28 March at 8:30pm, join millions around the world & #Connect2Earth by switching off your lights for an hour.

Learn more earthhour.org

@EarthHour @WWF



10:10 PM · Mar 25, 2020 · TweetDeck

22 Retweets 44 Likes

UEFA @UEFA

Tonight at 8:30pm, we will switch off the lights at UEFA HQ in support of #EarthHour.

We are joining millions around the world to highlight how #naturematters. Join us and raise your voice for nature at earthhour.org/voice.

#Connect2Earth #voicefortheplanet

11:29 PM · Mar 28, 2020 · Twitter Web App

9 Retweets 111 Likes

pocoyo · Follow

pocoyo Ely está decidida a mejorar nuestro planeta. 🌱🌿 Ayúdanos y ayúdala a conseguirlo. ¿CONTAMOS CONTIGO? 🤝

Ely is decided to save our planet 🌱 Help us and help you get it. DO WE COUNT ON YOU? 🤝

#pocoyo #takecare #dibujosanimados #luchapornaturaleza #connect2earth

502 likes 5 DAYS AGO

Add a comment... Post

Xiaomi @Xiaomi · Mar 28

Taking 60 minutes to show we care for our Mother Earth!

Time to turn out the lights for #EarthHour2020

#EarthDay

Shot on #Mi10Pro #LightsCameraAction

22 94 936

Fridays For Future Wien @ViennaForFuture

Heute von 20:30 bis 21:30 ist #EarthHour2020. Lasst uns ein Zeichen für einen gesunden Planeten setzen, indem wir für eine Stunde alle Lichter ausmachen!

#FridaysForFuture #StayAtHomeAndStaySafe @earthhour

9:49 PM · Mar 28, 2020 · Twitter for iPhone

27 Retweets 76 Likes

WWF Perú Retweeted

Ministerio del Ambiente @MinamPeru · Mar 29

#YoMeQuedoEnCasa 🏠 La ministra del Ambiente, @FabiolaMuñozD, te invita a apagar las luces 🌑 y sumar fuerzas 🤝 para que la #HoraDePlanetaEnCasa 🌱 sirva para incentivar en las personas acciones sostenibles 🌿 que impacten positivamente en la naturaleza. 🌍🌱

FABIOLA MUÑOZ DODERO
Ministra del Ambiente

0:40 8.1K views

Convention on Migratory Species (CMS) @BonnConvention

Let's unite virtually for #EarthHour on Saturday, 20.30 hrs. Unlike us, nature doesn't know boundaries

#connect2earth @WWF @EarthHour earthhour.org

Ian Redmond and 3 others

5:31 PM · Mar 27, 2020 · Twitter Web App

51 Retweets 75 Likes

ipbes @IPBES

In observance of #EarthHour this evening, @ipbes will #SwitchOff the lights, joining people around the globe who are taking a moment to move the spotlight onto the dual crises of #ClimateChange & the loss of #Biodiversity

#TransformativeChange needed to bring about a sustainable 🌍

UN Environment Programme and 9 others

3:01 AM · Mar 29, 2020 · Twitter Web App

43 Retweets 87 Likes

Vodacom @Vodacom · 9h

Whether it's by choice, or just another day in SA - show your support for Earth Hour and switch off at 20:30 to celebrate our planet. Find out how we're connecting to making a difference here: www.vodacom.co.za/earthhour

0:07 302 views

EU Climate Action @EUClimateAction

This is the stunning beauty of our 🌍

In times like these, it's even more important to take care of each other and our shared home.

At 8.30 pm your local time, wherever we are in the world, let's unite virtually for #EarthHour and #Connect2Earth together.

earthhour.org/voice

Marina Bay Sands @marinabaysands · Mar 30

#MarinaBaySands has been supporting #EarthHour since 2011. We dimmed and turned off a selection of non-critical facade lighting on Sat. 28 Mar, as a symbol of commitment to the planet and call for attention to climate change.

#SandsCO360 #Sustainability #Singapore @wwfsg

0:06 771 views

UN Convention to Combat Desertification @UNCCD · Mar 27

Our lifestyles have a huge impact on the planet, but we can reduce our environmental footprint thru everyday actions. Tomorrow #Connect2Earth and switch the lights for #EarthHour

Discover what action you can take for #LAND and #CLIMATE bit.ly/2VR9CHq @wwf #earthhour

1.6K views 0:05 / 0:30





BEHIND THE SCENES OF EARTH HOUR 2020

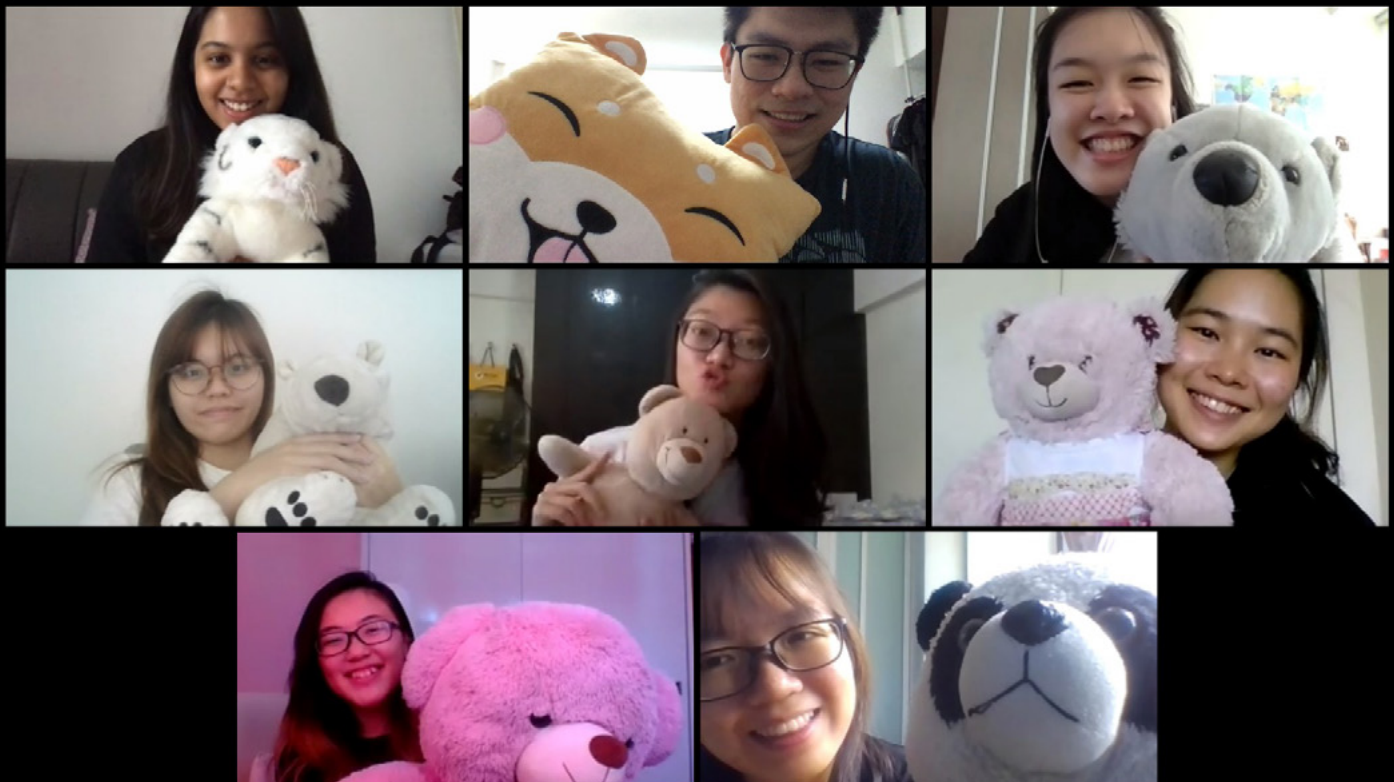
Earth Hour organizing teams around the world faced an unprecedented challenge this year due to the COVID-19 outbreak. But their incredible efforts helped make this into one of the most outstanding Earth Hour events ever.

As government regulations limiting the size of physical gatherings were constantly being reviewed and tightened almost everywhere, teams scrambled to salvage their events, so many of which were due to involve face-to-face contact. For many teams, it soon became clear that they had to scrap all prior plans, which may have involved months of effort, and restart their planning with only a month till Earth Hour.

Planning a completely virtual event was a new experience for most, including the global matrix team of 10 WWF staff and 9 tireless interns, which coordinated the efforts of Earth Hour teams around the world. To help support Earth Hour teams, the global matrix team therefore set about researching, developing and sharing a digital event guide, additional digital and social assets, and a [page on earthhour.org](https://www.earthhour.org) dedicated to digital event ideas and promoting Earth Hour teams' digital events.



Earth Hour 2020 Interns

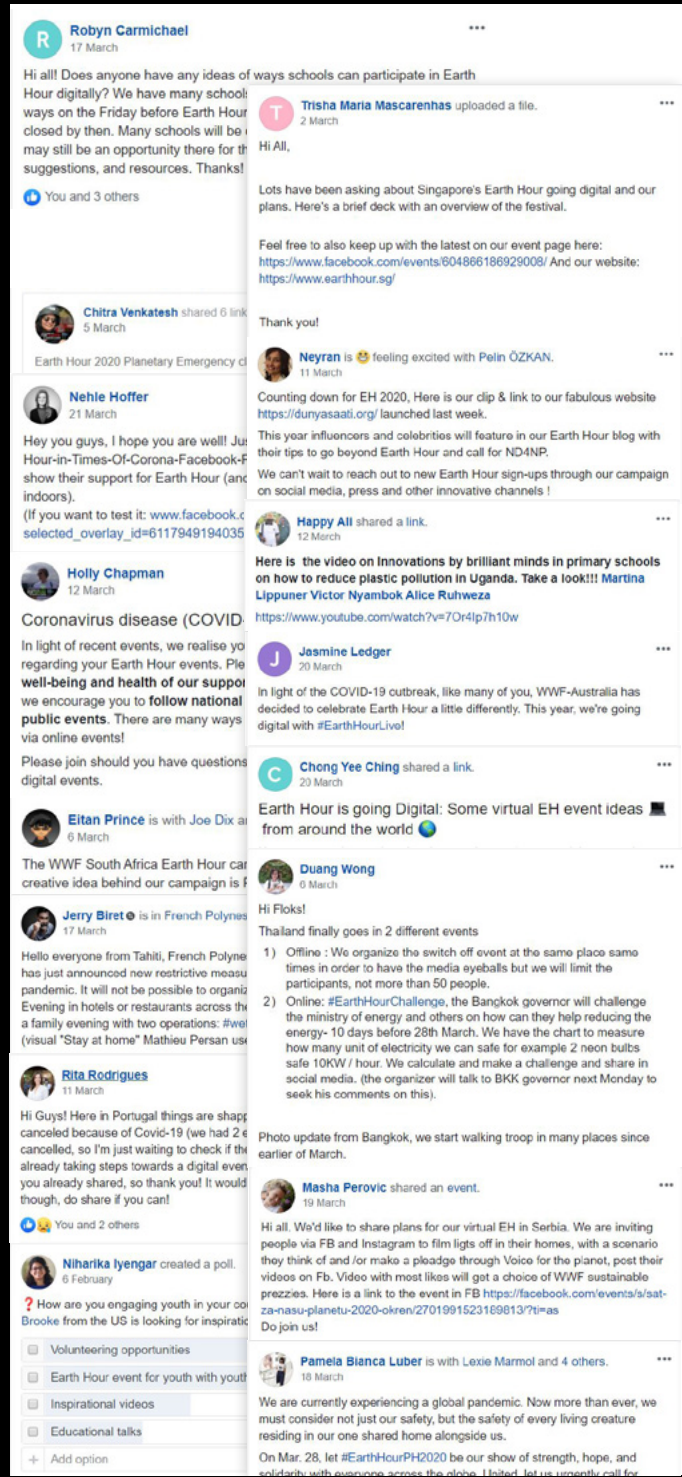
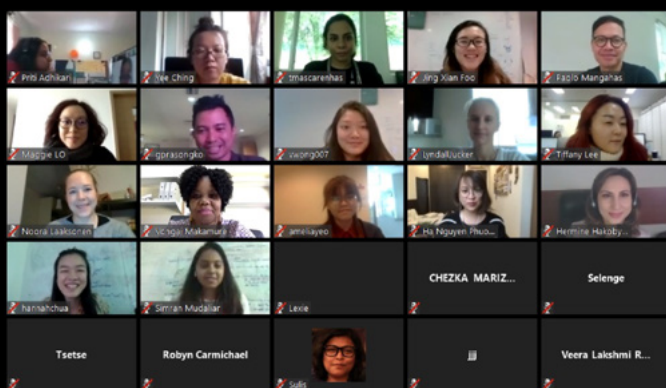


First row: Simran Mudaliar, Tyler Wong, Hannah Chua. Second row: Amelia Yeo, Valerie Wong, Hannah Lau. Third row: Jing Xian Foo, Yee Ching Chong. Not pictured: Veera Ramayah.

Two heads are better than one, so teams were also encouraged to connect with each other – not only to stimulate creativity but also to foster a sense of community in these trying times. Internal social network Workplace and conference calls became conducive platforms for discussion, ideation and inspiration, and also helped to bond teams through common challenges and ambition.

It was truly inspiring to see how each team took the challenge of organizing a digital event in the midst of the COVID-19 pandemic in its stride to ensure the movement could deliver solidarity, hope and impact. As a result, Earth Hour 2020 broke records in more ways than one, and marked a moment of collective strength and inspiration the whole WWF and Earth Hour network is proud of.

WWF and Earth Hour Network Conference Call





#CONNECT2EARTH



Working to sustain the natural world for the benefit of people and wildlife.

together possible™ panda.org

Supported by:



Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety

based on a decision of the German Bundestag

With funding from the International Climate Initiative (IKI)