



# Join the **Biggest Hour for Earth**

**8.30pm 23<sup>rd</sup> March**

Switch off. Give an hour for Earth. | [earthhour.org](http://earthhour.org)



## EARTH HOUR PHILIPPINES 2024

Background: Earth Hour has grown from a symbolic event in Sydney 2007 to the world's largest grassroots environmental movement spanning over 7,000 cities and 193 countries and territories.

### Key Messages (Global):

- Together let's create the Biggest Hour for Earth.
- Earth Hour as a beacon of positivity and inspiration that is relevant more than ever.
- Mobilize people globally in collective action on March 23 to give an Hour for Earth.
- Anyone, anywhere is invited to give an Hour for Earth doing something they love.

### Local Messaging:

#### ***Switch Off Plastic Pollution, Give an Hour for Earth***

This year, our focus will be on addressing plastic pollution and how we as Filipinos commit to ensuring no plastic leakage into nature by encouraging everyone to do their part.

- An Hour for Earth: As one of the most vulnerable to the impacts of climate change, *how can we as Filipinos help save the planet by addressing our contribution to plastic pollution?*
- Celebrating Earth Hour's more than 15 years in the Philippines and the impact of the movement, hosted in the capital city of the country this year to show our collective renewed commitment.
- People are at the center of the solution to climate change and nature loss. We are the solution and we need to do our part.
- Plastic pollution among many other problems aggravating impacts of climate change and nature loss is a shared responsibility.

### Campaign Objectives:

- **Create awareness and sense of urgency** in individuals on the closing window of opportunity to address climate change and nature loss and how Filipinos can contribute globally by addressing plastic pollution.
- Leverage **local solutions to plastic pollution that are relevant, accessible, and effective** in helping address climate change and nature loss. Provide platform for residents of Manila to learn about these solutions and contribute to achieving no plastics in nature.



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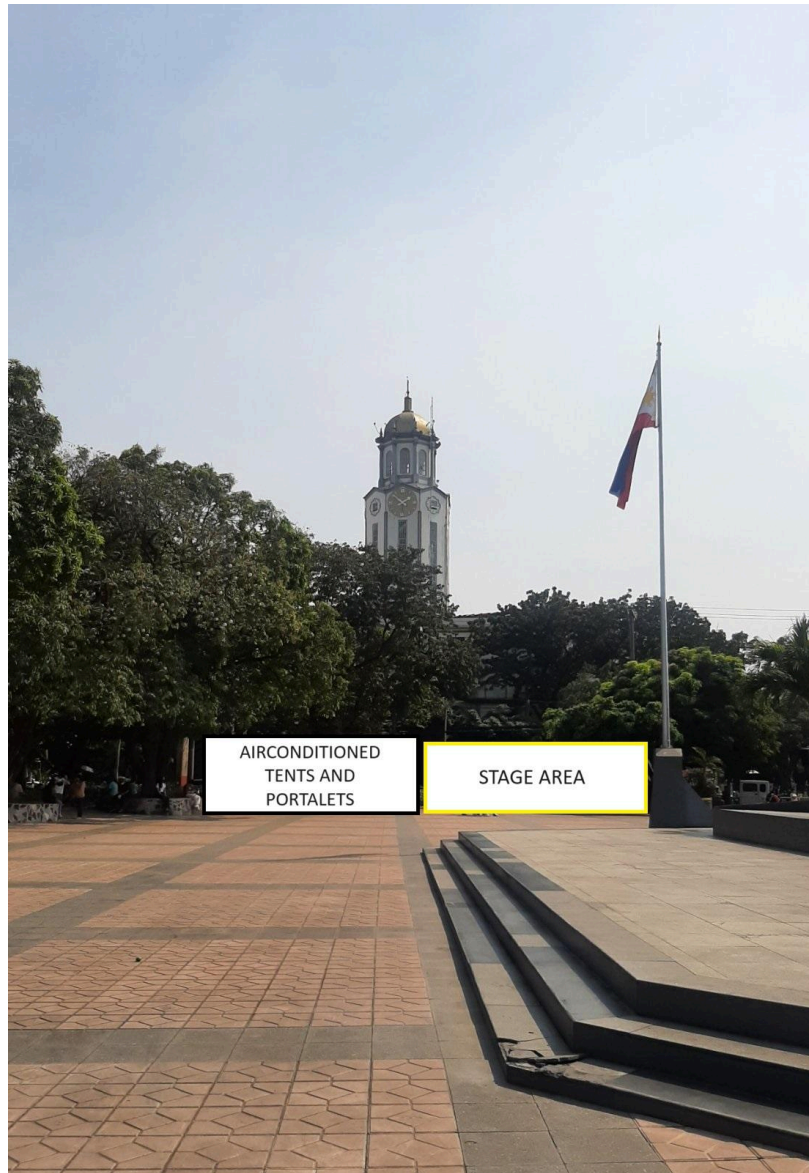


- Engage Filipino audiences to **show solidarity and commitment in taking collective action** and showcase this to the rest of the world through contributions in the Hour Bank and local initiatives and participation in the in-person event.
- Engage government through National Government Agencies and local governments to **strengthen their commitment** to take concrete action through policy solutions.

## **Switch-off Event:**

Date and Time: March 23, 2024 4pm-9:30pm

Venue: Kartilya ng Katipunan, Manila City



- Earth Hour will have an **in-person event on March 23** which will have a switch off program and a Solutions Fair.
- The program will feature key messages from WWF-Philippines and government officials, talks from our ambassadors, musical performances, a video presentation and a countdown to Earth Hour at 8:30 pm.
- WWF's partner social enterprises and NGOs will also set up booths at the venue to promote their projects and advocacies.



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- As part of its local messaging to **Switch Off Plastic Pollution**, attendees will be asked to bring recyclable plastic bottles to be collected at the event venue.

## Switch-Off Programme:

TIME	SEGMENT	C/O	REMARKS
12:00AM	Ingress	Event Agency	Time will be dependent on the venue
8:00AM	Arrival of WWF-PH Comms Team and NGO/Solutions Fair Participants		
1:00PM	Gates open for NGO/Solutions Fair		
5:00PM	Call time for other WWF-PH staff		
6:00PM	Arrival of ambassadors; quick briefing and early dinner		
7:00PM	Start of video loop playback		LGU and NGA support videos, sponsors' videos, Earth Hour 2023 Post-event Video, Earth Hour 2024 Official Music Video
7:30PM	Opening spiels	Ambassador Hosts	
7:35PM	Opening message	Ms. Trin Custodio	
7:40PM	Message of support from the Climate Change Commission	Climate Change Commission Representative	
7:45PM	Earth Hour 2024 Discussion	Atty. Angela Ibay	Very brief history only; the rest of the talk to focus on Earth Hour as a grassroots movement, what it means for us today and why it's important that we're all here together after the pandemic
7:50PM	EH Global Video Playback		
7:55PM	Spotlight: TVA Project	Mr. Luis Caraan	Briefly talk the project and its milestones
8:10PM	Spotlight: Manila	Mayor Honey	Briefly discuss Manila City's sustainability and



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	City	Lacuna-Pangan	environmental conservation efforts; milestones so far and plans moving forward
8:20PM	Panda Talks	Ambassadors	Banter to prepare for the countdown proper; to discuss how they are helping plastic pollution in an individual level
8:29PM	Countdown Proper	All ambassadors, speakers, Chi-Chi	Check if possible to use Manila City LGU's ceremonial switch for Christmas Tree lighting
8:30PM	Unplugged performance		Start of acoustic performances/if big-ticket performer confirmed, schedule set at 9:15PM so performance can conclude with lights on
9:30PM	Lights on; Closing spiels; End of Program	Ambassador hosts	Each ambassador to discuss their Earth Hour experience, what they vow to do for nature moving forward; to take selfie with the crowd + Chichi by the end of the program
9:40PM	Egress and clean up	Event agency, WWF-PH staff, Manila LGU	Ask security to escort ambassadors so they can exit immediately