



# EARTH HOUR UAE

IN THE YEAR OF SUSTAINABILITY & COP28

25TH MARCH 2023, 8:30 PM



60+  
EARTH  
HOUR

## EARTH HOUR 2023 SOCIAL MEDIA CALENDAR – FEW SUGGESTED POSTS

Captions	Platforms	Suggested Image	Date
<p>In recent tough times, we have showcased solidarity for the planet; for 2023, let's do it again... At 8:30 pm on Saturday, March 25<sup>th</sup>, millions of people across the world will stand in unity to shape our future. Will you be a part of this global movement to protect our planet?</p> <p>Together, we can inspire more people to shape our future and care for the one home we all share! Mark your calendars for #EarthHourUAE 2023!</p> <p>Will you be part of this global movement to protect our planet?</p> <p>Join the movement at <a href="http://www.earthhour.ae">www.earthhour.ae</a></p> <p>#EarthHourUAE #EarthHour2023 #BiggestHourForEarth #Connect2Earth</p> <p><b>Option 2 Caption:</b></p> <p>The Business Community is a powerful force to drive action for nature. Together, we can inspire more people to take a stance for the environment and care for the one home we all share!</p> <p>Mark your calendars for #EarthHour 2023!</p> <p>Saturday 25<sup>th</sup> March, 2023 at 8:30 pm local time.</p> <p>Join the movement at <a href="http://www.earthhour.ae">www.earthhour.ae</a></p> <p>#EarthHourUAE #EarthHour2023 #BiggestHourForEarth #Connect2Earth</p>	<p>LinkedIn, Twitter, Facebook, Instagram</p>	 <p><a href="#">Download ENG and ARB assets here</a></p>	<p>Lead up to Earth Hour</p>



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<p>This #EarthHour, I am hosting a screening of WWF's "Our Planet: Too Big to Fail" – a 42-minute film that explores the risks on inaction, the impact of investing-as-usual, and the role the finance sector can play in powering a sustainable future. Join me on [insert date and time] to learn more about these environmental risks and how we need to step up to people and planet in the Year of Sustainability, COP28 and beyond.</p> <p>#EarthHourUAE #BiggestHourforEarth #Connect2Earth</p>	Twitter, Facebook, Instagram	<a href="#">Download the WWF Our Planet Too Big To Fail KV here</a>	Lead Up to Earth Hour
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<p>Deforestation, climate change, water scarcity and illegal wildlife trade. These are some of the threats facing our planet today – and no one person or group can tackle them alone. But if we work together, we can take on anything.</p> <p>Today is Earth Hour, and we are standing solidarity to show we care about the future of our planet, our one shared home.</p> <p>Join us as we 'digitally' switch-off.</p> <p>#EarthHourUAE #ConnectEarth</p>	LinkedIn, Twitter, Facebook, Instagram	Reshare/Retweet our Virtual Spotlight Post (It will be posted on the hour).	On Earth Hour, 25 <sup>th</sup> March
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