



Emirates WILDLIFE Society
In association with
World Wide Fund for Nature

**THANK YOU FOR YOUR INTEREST IN PARTICIPATING IN
EARTH HOUR UAE 2018**



Starting as a symbolic light out event in Sydney in 2007, Earth Hour has grown to become the world's largest grassroots movement for the environment, inspiring individuals, communities, businesses and organizations in more than 180 countries and territories to take tangible climate action for over a decade.

Emirates Wildlife Society in association with WWF (EWS-WWF) is the national owner of Earth Hour in the UAE. Last year all seven emirates participated in Earth Hour and millions of people were reached throughout the nation through social media. Iconic landmarks that grace the emirates' skyline showed their support by participating in the movement, including the world's tallest building the Burj Khalifa and Burj Al Arab in Dubai, Sheikh Zayed Grand Mosque and Emirates Palace in Abu Dhabi.

In 2018, we will once again bring together millions of people across the globe to start with a symbolic light out event for the environment.

Earth Hour 2018 is on Saturday 24 March from 8:30 p.m. to 9:30 p.m. in the UAE. We invite UAE hotels to go beyond the hour and spark never-before-had conversations on the urgent need to connect with nature and protect it.

Under its new theme, 'Connect 2 Earth', Earth Hour 2018 will highlight the importance of biodiversity as it declines at an unprecedented rate globally. It will also aim to encourage UAE's community to show the world how important biodiversity is to them. Earth Hour 2018 kickstarts a three-year campaign spearheaded by EWS-WWF to conserve biodiversity by highlighting the connection between climate change, biodiversity, and people, as well as by encouraging people worldwide to take action through 2018-2020 and beyond, to stop the loss of biodiversity.

This guideline will provide ideas on how to host your own event and make a difference beyond the hour.

How will you connect to Earth?

Earth Hour UAE 2018 calls all people to switch off their lights and go beyond the hour to connect with nature and protect it.



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Hotels across the Emirates, are encouraged to join the global movement for local action - sign up [here](#).

Help us take Earth Hour UAE far and wide by connecting your community and sharing your own social media updates and inspiring videos. Use #EarthHourUAE for national or #Connect2Earth for world-wide appeal.

Switch off your lights during Earth Hour

Dim your façade, signage and non-essential lighting as well as lower the lights in public areas, restaurants and exterior spaces. Go further and use Earth Hour to engage different teams in your venue to take action such as:

- Adjusting the air conditioning to be warmer by just by 2 degrees
- Switching off non-essential appliances in lounges, restaurants and staff areas
- Encouraging guests to re-use towels and linens
- Reminding housekeeping not to leave lights on during turn-down

Host an Earth Hour event for guests & staff

Earth Hour is a grass-roots movement powered by you - your ideas, interests and actions. If you need inspiration have a look below.

For your adult guests:

Candlelight Dinner

Bring the tables outside, and let the sky be your ceiling and the wind – your music. Invite your guests to a candlelight dinner outdoors to celebrate Earth Hour with a special Earth Hour UAE menu using local produce and sustainable ingredients.

Concert by Candlelight

Live un-plugged jazz, classical or Arabic performances are elegant ways to join the global movement. Turn off the lights, light up the candles, and let the magic begin!
Remember to offer sustainably sourced snacks and drinks.

Open-air yoga and meditation

Offer your guests a one-of-a-kind opportunity to celebrate Earth Hour by taking a deep breath and simply slowing down. Yoga and guided meditation session, narrated by an instructor, is a great way to give some well-deserved rest to the body, mind, and connect to the natural world.

For your younger guests:

Bedtime Stories

While parents are having quality time together, the little guests can join a bedtime stories reading in an exciting environment of a tent camp. Like real scouts and nature explorers, using the light of torches, the kids will read stories about animal adventures and about a life in the wild.



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Shadow Play

Invite your little guests to learn how to connect to Earth through shadows! Using their hands, torches and endless fantasy, the kids will learn how the shadows can turn into animals and birds.

Activities for everyone:

Treasure Hunt

With a 60+ minute treasure hunt, give your guests an opportunity to spot some hidden animals and win a spa treatment or a dinner.

Star Gazing

In a comfortable setting of an outdoor lounge, take your guests on a journey to far away galaxies. With a map of a night sky, invite them to discover the brightest constellations.

Run a special 'Earth Hour Weekend' promotion

Where guests will receive environmentally friendly gifts. Check out the [official EARTH HOUR MERCHANDISE](#) made from recycled plastic bottles (orders must be made before 8am on 19 March). All sales of Earth Hour items contribute to EWS-WWF's conservation programmes.

Celebrate your event and inspire others

We would love for you to share your Earth Hour activities with us and the rest of the world, to inspire even more people to connect to earth.

Here is how you can celebrate your involvement:

- Sign up for the EARTH HOUR UAE [here](#).
- Download the FREE Earth Hour UAE marketing [assets](#) and use our posters, email signature, web banners, print ads etc.) to promote your event.

Here are some simple ways for you to generate publicity for your event among your guests, staff and the local community. The more people connected, the bigger the impact we can create to protect our planet.

- Encourage guest participation through in-room guest letters and posters and/or electronic signboards in public spaces
- Inform each guest of our support when they arrive
- Share the event via your own social media channels and promote #EarthHourUAE #Connect2Earth
- You can also like our page on Facebook, Twitter, Instagram for live updates and to get more ideas on how to get involved
- Start counting down to Earth Hour via Facebook and Twitter
- Cascade messages through team member briefings
- Join the other participants via official hash tags: #EarthHourUAE and #Connect2Earth

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Tips to give your guests on how they can go beyond the hour once they return home

On Saturday 24 March at 8:30 PM, the UAE will join hundreds of millions of people across the globe, switching off the non-essential appliances in homes and businesses for sixty minutes.

There are other ways to make a difference every day of the year.

1. Going out – then turn it off

Get into the simple habit of switching off lights and AC whenever you are not in the room, especially at the end of the day.

2. It's cool to be a little warmer

Try adjusting your AC to be 2 degrees warmer. You may not notice the small change, but it will make a big difference to your overall consumption and your carbon footprint.

3. Get your ratings right

Most appliances and office equipment have energy efficiency ratings. If you are choosing one for your next upgrade, select the one that will save the most energy.

4. Don't stand by, switch off

If you leave video screens and computers switched on, or left on standby, it uses almost as much electricity as it does when it's in use. Remember to switch off and unplug.

5. Be conscious about car care

It may not be absolutely necessary to clean your vehicle every day. If you do wash it, use a bucket and not a hose to save up to 180 liters of precious water every wash!

6. Flush with success

If you place a water saver in your WC tank it can reduce the amount of water per flush by up to 11%. Use a simple brick or 1.5L plastic bottle for the same effect. If you are purchasing a new system, choose a water saving dual flush system.

It doesn't matter the size of your hotel, or how many people are in your group, because every small action adds to up make a big difference. Spread the word and let's join together to protect the planet every day of the year.

Follow EWS-WWF for the most up to date information



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