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February 19, 2021

MEMORANDUM

FOR : ALL REGIONAL EXECUTIVE DIRECTORS
BUREAU DIRECTORS
HEADS OF ATTACHED AGENCIES

FROM : THE UNDERSECRETARY
Solid Waste Management and Local Government Units
Concerns and Supervising Undersecretary for Strategic
Communication and Initiatives Service (SCIS) and
Task Force *Tayo ang Kalikasan*

SUBJECT : CELEBRATION OF EARTH HOUR ON MARCH 27,
2021 AT 8:30PM

Please be informed that the World Wide Fund for Nature (WWF) Philippines will be spearheading the conduct of Earth Hour 2021 on March 27, 2021 at 8:30pm. The activity will be celebrated through a digital event that aims to encourage all sectors to switch off non-essential lights from 8:30PM – 9:30PM. The theme for this year is “Speak up for Nature #Connect2Earth” as we switch off our inaction and speak up for nature.

In support to this activity, all Regional Offices, Bureaus and Attached Agencies are hereby enjoined to participate and disseminate the campaign to your respective partners and stakeholders.

Attached is the one-page briefer relative to the event, for your information and appropriate action.


BENNY D. ANTIPORDA

CC: THE UNDERSECRETARY
Field Operations and Environment

MEMO NO. 2021 - 160

60+
EARTH
HOUR

EARTH HOUR
27 MARCH 8:30PM



SPEAK UP
FOR NATURE
#CONNECT2EARTH



Earth Hour 2021: Speak up for nature!

Our relationship with the natural world is dangerously imbalanced. Recently, a series of catastrophic events – wildfires, extreme weather, locust plagues and the COVID-19 pandemic have shaken the world and we are still dealing with the unprecedented, tragic socio-economic, health and humanitarian consequences.

It is clearer than ever that our future and the future of our planet are intrinsically linked and both are under threat.

2020 has proved to us that nature is essential for our existence and intact natural systems are imperative to all our futures. What we do to nature - we do to ourselves. We need to urgently mend our broken relationship with nature.

Earth Hour 2021 will be a key moment to unite people to Speak up for nature. Earth Hour will take place on 27 March 2021 at 8:30pm local time. In the lead up to and on the night of Earth Hour, we will ask people around the world to **switch off and speak up for nature** - to stand in solidarity to show we care about the future of our planet, our one shared home.

This year, Earth Hour is asking people to speak up for nature in as many diverse and creative ways as possible. We will encourage people to join their local Earth Hour events (likely virtually), share their stories of why nature matters to them - or simply learn more about why climate change and nature loss are the two biggest environmental issues facing our planet today. A new digital activation will ask people around the world to switch off virtually in solidarity as the hour spreads across the globe.

The time is now. We must speak up now to safeguard the health of our planet and in turn, our own health and well-being.