



Republic of the Philippines
Department of Environment and Natural Resources
Visayas Avenue, Diliman, Quezon City
Tel Nos. (632) 929-66-26 to 29 • (632) 929-66-33 to 35
929-7041 to 43; 929-6252; 929-1669
Website: <http://www.denr.gov.ph> / E-mail: web@denr.gov.ph

MEMORANDUM FROM THE ACTING SECRETARY

FOR/TO : UNDERSECRETARIES
ASSISTANT SECRETARIES
SERVICE DIRECTORS
BUREAU DIRECTORS
REGIONAL EXECUTIVE DIRECTORS
REGIONAL DIRECTORS
HEADS OF ATTACHED AGENCIES

SUBJECT : CELEBRATION OF EARTH HOUR ON MARCH 26, 2022 AT 8:30PM

DATE : March 11, 2022

This refers to the invitation through the letter dated February 22, 2022 of the World Wide Fund for Nature (WWF) Philippines, addressed to this Office, to support the celebration of Earth Hour 2022 with the theme “#Connect2Earth” on March 26, 2022 at 8:30pm. The said event will be conducted through a digital on-the-night event encouraging all sectors to switch off non-essential lights from 8:30pm to 9:30pm.

In support of this activity, you are hereby enjoined to participate and disseminate the campaign to your respective partners and stakeholders.

Attached is the three (3) page briefer relative to the event, for your information and appropriate action.

Thank you.

JIM O SAMRULNA, CESO I



MEMO NO. 2022 - 139



FACT BANK

The threats to the planet – and humanity’s growing desire for change

Today, we are witnessing a catastrophic collapse in our natural world due to the way we feed and power our lives and economies. We have already lost nearly half of the world’s forests, coral reefs and mangroves, and two-thirds of all natural wetlands. We have seen a two-thirds decline in wildlife populations on average in the last 50 years, insect pollinators are in free fall and over 90% of fish stocks in the ocean as well as rivers and lakes are increasingly overfished, threatening the planet’s ecological balance and our food security, nutrition and the livelihoods of hundreds of millions of people.

It is clear that without healthy ecosystems both human and non-human life will be in jeopardy. We must act now to halt and reverse nature loss and stabilize the climate to avoid dangerous consequences for the future of humanity, and all life on Earth. An ecological crisis is also a humanitarian crisis, exacerbating inequality and with the most vulnerable affected first and the most.

The risks are clear – the costs of action are dwarfed by the costs of inaction. Evidence of our dependency on a thriving nature has never been greater. Over half of global GDP is dependent on nature. A suite of groundbreaking reports from IPBES, IPCC, FAO, UNEP and WHO have highlighted risks for food security and human health associated with nature loss and climate change. As a consequence, environment-related risks – including inaction to reduce greenhouse gas emissions and biodiversity loss – are seen as the biggest challenges facing humanity, and growing in scale, according to the World Economic Forum’s Global Risks Report 2021.

Desire for change

Several recent studies have shown that the global public are ready and willing to take action for nature and climate.

A report produced by Ipsos MORI for the Global Commons Alliance showed that three in four people (73%) in G20 countries agree that the Earth is approaching potentially abrupt or irreversible tipping points because of human action. The recent “Eco-Wakening” report by the Economic Intelligence Unit for WWF also showed a dramatic rise in numbers of people concerned about nature loss and an undeniable shift in behaviour in response to planetary crisis, with the most dramatic growth in concern in emerging and developing economies.

And, nature and climate have never been higher on the political and corporate agendas. To date a staggering 89 heads of state have signed the Leaders’ Pledge for Nature, committing to reverse nature loss by 2030; and the recent G7 meeting launched a 2030 Nature Compact,



declaring that the world must achieve both net-zero emission targets and become nature-positive.

The science has never been clearer on the severity of the environmental crisis, awareness across society has never been greater, and political and corporate commitment has never been more ambitious – but we know that the most difficult transformation is yet to happen.

How nature benefits people:

Intact natural systems support life. They help to reduce the risk of emerging pandemics; mitigate climate change through carbon sequestration; shield us from the impacts of climate change like floods and storms; provide healthy and biodiversity-rich soils to grow our food; and provide us with life-sustaining clean water.

And there are also clear and tangible economic benefits for shifting to sustain nature and climate.

Nature-positive solutions will create \$10.1 trillion in business opportunities by 2030. Recent research commissioned by WWF revealed that 39 million jobs could be created if governments reallocated just one year's worth of harmful subsidies to nature-positive stimuli instead. These solutions can more than plug the substantial funding gap to reverse nature loss by 2030, which is estimated at \$700 billion a year.

Similarly, shifting to more sustainable food production could unlock \$4.5 trillion in new commercial opportunities and \$5.7 trillion in economic gains each year. On the flipside, if we do not shift to more sustainable methods, our food systems would cost us \$12 trillion in hidden environmental, social and health costs every year.

The vital importance of 2022

2022 is set to be a critical year for the future of our planet. Although the evidence for environmental crisis and desire for change strengthens by the day, this has yet to translate into the necessary action. Following the climate conference COP26 at the end of 2021, this year, world leaders will make equally important and key political decisions on nature. These decisions will affect the health of our planet and our own future for decades to come.

We need a transformation in ambition and action. An end to taking nature for granted. A systemic shift in production and consumption. And to involve everyone in the process, including recognizing the conservation leadership of Indigenous peoples and local communities.

An alliance of governments and organizations, including WWF, are calling for action to secure a nature-positive world by 2030 so that there is more nature by the end of the decade than there is today. To halve global emissions by 2030 and achieve net-zero emissions by 2050 at the



latest, as well as help communities, species and ecosystems to adapt and build resilience to climate impacts. And to build a more equitable future for all.

Now is our biggest chance to course correct towards a safer and better future for all.

The role of Earth Hour 2022

Earth Hour 2022 is an amazing opportunity for millions of people around the world to come together to help shape a better future. We will call on them to show that they, their family, their community and the organizations they work with, care about the immense challenges facing our planet – and are willing to take action. And Earth Hour can be the impetus for so much more than a symbolic switch off:

- Individuals can support nature by thinking about their lifestyle choices – making a move towards more ethical purchases, consuming less and more wisely, using bikes for transportation, producing healthy food on balconies, roofs or in gardens, restoring nature where they live and using renewable energy. They can cut down on waste, take part in movements for environmental change, and educate themselves and others on these issues.
- Governments can conserve biological diversity and reduce harm to biodiversity whilst restoring what they can of degraded land, rivers and ocean. They can redirect financial flows; both public subsidies and private investments, away from fossil fuel and chemical agriculture towards carbon-neutral and nature-positive practices.
- Businesses can accelerate a transition to clean energy, and produce/consume resources sustainably by fostering green transformative change. This is particularly important for the food, energy and infrastructure sectors.

Everyone has the power to shape our future! This Earth Hour, let's encourage millions to come together, to do the right thing. We must all act NOW to safeguard the health of our planet and, in turn, our own health and well-being.

With funding from International Climate Initiative (IKI)

Supported by:



Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety

based on a decision of the German Bundestag



Office of the Secretary <osec@denr.gov.ph>

Invitation to the Department of Environment and Natural Resources | Earth Hour 2022

Earth Hour WWF-Philippines <earthhour@wwf.org.ph> Tue, Feb 22, 2022 at 3:00 PM
To: osec@denr.gov.ph, OUEIEA Secretariat <oueiea.denr@gmail.com>, hea@denr.gov.ph
Cc: Chezka Mariz Guevarra <cguevarra@wwf.org.ph>, Angela Consuelo Ibay <gibay@wwf.org.ph>

February 22, 2022

Jim O. Sampulna
OIC Secretary
Department of Environment and Natural Resources

Dear OIC Sec. Sampulna,

2022 is set to be a critical year for nature. Despite the pandemic constraints, we continue to direct our efforts into making people understand the gravity of the environmental crisis. In 2021, one of the world's strongest typhoons for that year landed in the Philippines, wiping out the livelihood of our countrymen in the Visayas and Mindanao regions. The last decade alone was the hottest ever recorded, with over 60% of vertebrate life already lost. Millions are faced with hunger, thirst, and poverty, now amplified twofold by the COVID-19 crisis, taking many Filipino lives with it. As such, we are imploring all Filipinos to participate in #EarthHour2022 as we switch off our inaction and speak up for nature, through our words but more importantly, our actions.

In this light, we are inviting the Department of Environment and Natural Resources to support WWF-Philippines in celebrating the annual Earth Hour on 26 March 2022 at 8:30 P.M.

Please find a copy of the formal invitation and reference materials attached for your perusal.

Your support for this monumental event is much appreciated. Should you have any questions, feel free to reach Ms. Chezka Guevarra at 09276566436 or cguevarra@wwf.org.ph. This Earth Hour 2022, let's face the climate crisis and let our actions shape our future.

Cheers,

Earth Hour 2022 Social Mobilization Team

WWF-Philippines Headquarters
4th Floor JBD Plaza #65 Mindanao Avenue
Barangay Bagong Pag-asa
Quezon City 1105 Philippines



EARTH HOUR

26 MARCH 8:30PM #CONNECT2EARTH

60+
EARTH
HOUR



© WWF Netherlands

February 22, 2022

Jim O. Sampulna
OIC Secretary
Department of Environment and Natural Resources

Dear OIC Sec. Sampulna,

Warm greetings from the World Wide Fund for Nature (WWF) Philippines!

The catastrophic events of 2020 have proven that our future and the future of our planet are intrinsically linked and are both under threat. In our country alone, we have faced the previous year confronted by a series of disasters – including devastating typhoons and flooding – all while braving an ongoing worldwide pandemic crisis. To this day, we are still dealing with the tragic socio-economic, health, and humanitarian consequences in unprecedented proportions brought about by these calamities.

As we continue adapting our lives to the impacts of COVID-19 and the catastrophic events of the past years, we must create a "new normal" that puts people and planet first. We cannot return to "business as usual." We need to build a nature-positive, net-zero carbon and equitable future. This year, Earth Hour 2022 takes place at a particularly crucial time. An alliance of governments and organizations, including WWF, are calling for increased ambition and urgent action to halt and reverse nature loss by 2030. And, shortly after Earth Hour 2022, world leaders will gather at the UN Convention on Biological Diversity COP15 to decide on a new global action plan for nature for the coming decade. In the Philippines, the whole nation is set to elect a new set of leaders who will play a significant role in achieving a climate-resilient future for the country.

Having started as a symbolic "lights out" event in 2007, Earth Hour has grown into a yearly mission to speak up for nature and has become the world's largest grassroots movement for the environment. Since 2007, Earth Hour has rippled into more than 17,900 landmarks in 192 countries and territories, thereby sparking an online conversation across the globe, bringing about more than 9.6 billion impressions, with related hashtags trending in 42 countries.

2022 is set to be a critical year for nature. Despite the pandemic constraints, we continue to direct our efforts into making people understand the gravity of the environmental crisis. In 2021, one of the world's strongest typhoons for that year landed in the Philippines, wiping out the livelihood of our countrymen in the Visayas and Mindanao regions. The last decade alone was the hottest ever recorded, with over 60% of vertebrate life already lost. Millions are faced with hunger, thirst, and poverty, now amplified twofold by the COVID-19 crisis, taking many Filipino lives with it. As such, we are imploring all Filipinos to participate in #EarthHour2022 as we switch off our inaction and speak up for nature, through our words but more importantly, our actions.



EARTH HOUR

26 MARCH 8:30PM #CONNECT2EARTH

80+
EARTH
HOUR



© WWF - Netherlands

Happening on March 26, Earth Hour 2022 will be celebrated through a digital on-the-night event, doubling as an avenue for us to communicate the urgency of the crises and to call on world leaders to decide on a new global action plan for nature for the coming decade. Switching off non-essential lights on the hour from 8:30 PM - 9:30 PM will of course still be a part of what makes Earth Hour powerful, impactful, and meaningful.

In this light, we respectfully invite you and the Department to be our partner again for Earth Hour 2022 and broaden public participation for its holding. May we seek a meeting with your representatives within the next two weeks, at a date and time of your convenience to discuss how the agency can help spark meaningful change and inspire a global movement to address the climate crisis, including, but not limited to:

- Releasing a Memorandum that invites officers, staff, employees, and constituents to join and be part of Earth Hour 2022 in their homes;
- Mobilizing the private sector within your jurisdiction to support Earth Hour by switching off their signage lights or some of their lights in their facilities, as their operations/business will allow;
- Posting and/or sharing of Earth Hour communication materials (including, but not limited to: event poster, virtual roundtable livestream, virtual marathon publicity materials, press release, etc.) in the agency's external communication assets.

Celebrating Earth Hour in the comfort and safety of your own home is highly encouraged, but should you be planning to hold your own switch-off event, we hope that you will roll it out following IATF guidelines to ensure the health, safety, and well-being of the participants, which is most important to all of us, and with proper waste management in place and if possible, making it a plastic-free and energy-efficient affair.

We will follow up with your office on this matter. Should you have any questions, feel free to reach Ms. Chezka Guevarra, Assistant Manager for External Communications and Ambassador Programs at 09276566436 or cguevarra@wwf.org.ph. A copy of the #EarthHour2022 campaign narrative for further reference.



EARTH HOUR

26 MARCH 8:30PM #CONNECT2EARTH

80+
EARTH
HOUR



© WWF - Netherlands

Your support for this monumental event is much appreciated. This Earth Hour 2022, let's face the climate crisis and **let our actions shape our future.**

Together Possible,

ATTY. ANGELA CONSUELO S. IBAY
National Director, Earth Hour Pilipinas
Head, Climate Change & Energy Programme
WWF-PHILIPPINES



EARTH HOUR

26 MARCH 8:30PM #CONNECT2EARTH

60+
EARTH
HOUR



Executive Summary:

Earth Hour 2022: Shape our future!

Each year, Earth Hour provides people around the world with the opportunity to show how much they care about nature – and to help others understand its vital importance in all our lives as well as the devastating threats to people and planet. A time to celebrate, but also a time to highlight the need for action.

Since its launch in 2007, the campaign has grown into one of the world's largest grassroots environmental movements – helping to give people a powerful voice on the climate and nature loss crises. But this year's event, Earth Hour 2022 (Saturday, 26 March), takes place at a particularly crucial time. An alliance of governments and organizations, including WWF, are calling for increased ambition and urgent action to halt and reverse nature loss by 2030. And, shortly after Earth Hour 2022, world leaders will gather at the UN Convention on Biological Diversity COP15 to decide on a new global action plan for nature for the coming decade. On the other hand, over 67 million Filipino voters are about to choose a new set of leaders who will set the tone and define how our country will respond to the dual challenge of climate change and biodiversity loss in the next six years. There isn't a more crucial time to educate ourselves about the issues of environment, and to raise those issues with people seeking office. This year's Earth Hour will be a platform for inspiring collective action for our environment by raising awareness on key issues that we need for everyone, especially our leaders, to address effectively.

On the night of Earth Hour - **26th March 2022, 8.30pm**, we will ask people around the world to switch off in solidarity with the planet. But there will be a broader call to action: that everyone has a part to play in shaping a new future for people and planet, from taking individual steps towards living sustainably to urging companies and governments to help build an equitable, nature-positive and net-zero carbon future.

Last year's Earth Hour reached millions of people in a record-breaking 192 countries and territories. And we would love Earth Hour 2022 to match or even exceed this incredible success. But everything now depends on colleagues from around the WWF Network uniting to promote Earth Hour and its vital underlying message.

Please read on to find out about the message hierarchy for Earth Hour 2022, together with a

EARTH HOUR

26 MARCH 8:30PM #CONNECT2EARTH

60+
EARTH
HOUR



narrative on the climate and nature crises and the crucial significance of Earth Hour 2022.

Message hierarchy:

1. Let's celebrate the vital role played by the natural world in all our lives – from nourishing us with food, water and fresh air to providing livelihoods for many millions.
2. But the climate and nature loss crises threaten all this. Humanity's unsustainable demands on the natural world are leading to climate breakdown, habitat loss, and wildlife in decline.
3. And we are increasingly suffering the consequences: for example, the COVID-19 pandemic and the catastrophic events of recent months – floods, wildfires, extreme weather events. What we do to the planet – we do to ourselves!
4. We must act NOW to safeguard the health of our planet and, in turn, our own health and well-being.
5. 2022 is a critical year for the planet

- As we continue adapting our lives to the impacts of COVID-19 and the catastrophic events of the past year(s), we must create a **"new normal" that puts people and planet first**. We cannot return to "business as usual." We need to build a nature-positive, net-zero carbon and equitable future.

- Following the climate conference COP26 at the end of 2021, **this year, world leaders will make equally important and key political decisions on nature**. These decisions will affect the health of our planet and our own future for decades to come.

- Locally, over 67 million Filipino voters are about to choose a new set of leaders who will set the tone and define how our country will respond to the dual challenge of climate change and biodiversity loss in the next six years

6. You can help by acting for people and planet this Earth Hour – from striving to live more sustainably to influencing world leaders to do the right thing. **Everyone has the power to shape our future!**

Hashtags:

#EarthHour #Connect2Earth