



**DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES  
KAGAWARAN NG KAPALIGIRAN AT LIKAS YAMAN**



**DS - 21 - 24**

**MEMORANDUM**

**FOR** : All Regional Executive Directors  
All Bureau Directors  
All Heads of Attached Agencies

**FROM** : The Undersecretary  
Organizational Transformation and Human Resources

**SUBJECT** : **EARTH HOUR ON MARCH 23, 2024 AT 8:30 PM**

Please be informed that the World Wide Fund for Nature (WWF) Philippines will spearhead Earth Hour 2024 on March 23, 2024, at 8:30 PM. The activity will be celebrated through an event that aims to encourage all sectors to switch off non-essential lights from 8:30 PM to 9:30 PM.

In support of this activity, you are hereby enjoined to participate in the following:

- Mobilize your respective partners and stakeholders to participate in Earth Hour 2024. Encourage them to switch off non-essential lights during the designated hour;
- Capture your Earth Hour event through photos or videos and share them with WWF-Philippines (earthhour@wwf.org.ph); and
- Utilize your online platforms to promote Earth Hour using official communication materials provided by WWF-Philippines and use the official hashtag #EarthHour to amplify the message and reach a wider audience.

For your appropriate action and compliance.

  
**AUGUSTO D. DELA PEÑA**

MEMO NO. 2024 - 270



# 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)



February 20, 2024

**HON. MARIA ANTONIA YULO-LOYZAGA**

*Department Secretary*

Department of Environment and Natural Resources

Dear Secretary Yulo-Loyzaga,

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

Once again, supporters in over 190 countries and territories will create the Biggest Hour for Earth, part of WWF's efforts to turn a single Earth Hour into thousands and millions of hours of action and awareness. In doing so, the world's largest grassroots environmental campaign will shine an unmissable global spotlight on the twin perils of nature loss and climate change. At the same time, Earth Hour will serve as a powerful reminder of the importance of our planet, the need to protect it, and how little time we have to do so – an extremely important reminder as, in recent years, we have seen a rapid and concerning increase in the population not believing in man-made climate change.

The Philippines, one of the most vulnerable to the impacts of climate change, faces an even greater challenge to act urgently and mitigate its effects before it results in dire consequences and catastrophic, irreversible damage. We have already felt some of these impacts affect not only livelihoods but also the lives of Filipinos. Climate change and nature loss are issues that affect us. It is a problem experienced by every Filipino and is relevant to everyone.

Starting as a symbolic lights off movement in Sydney, Australia, in 2007, Earth Hour has always been a beacon of hope and positivity that brings together people from all over the world in solidarity and collective action. First introduced in the Philippines in 2008, we aim to further localize the issue of climate change and nature loss, making Earth Hour not only a symbolic gesture but relevant to the everyday lives of Filipinos and the challenges we face. At present, Earth Hour has already reached over 192 countries, with 97% of the world participating in the movement, sparking meaningful conversations, shaping policy, and influencing leaders worldwide.

In line with our commitment to being part of this global movement, our focus in the Earth Hour celebration in the Philippines is on local challenges we face and how we can come together to address these. With the local theme "Switch off Plastic Pollution, Switch on Nature," we highlight what we can contribute as Filipinos to helping address the immense challenge of nature loss and climate change. **We believe that being part of the solution means addressing how we contribute to the problem.** This mindset and subsequent actions will be our contribution as Filipinos and as a country.

Happening **on 23 March, Saturday, at 8:30 PM, Earth Hour 2024** calls on individuals, communities, and businesses across the world to switch off their lights and Give an hour for Earth, spending 60 minutes doing something - anything - positive for our planet.



# 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)



In this light, we respectfully invite you and the Department to be our partners again for **Earth Hour 2024** and broaden public participation in 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 possibilities for collaboration and partnership and 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 2024 in their homes and participation in the Hour Bank
- 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;
- Documentation of your own Earth Hour events and initiatives and sending to WWF-Philippines ([earthhour@wwf.org.ph](mailto:earthhour@wwf.org.ph)).
- 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 and using the official hashtag #EarthHour .
- A representative for the media launch on March 5.
- A representative to deliver a message during the Earth Hour Switch off Programme on March 23.

A copy of the **Earth Hour 2024 deck** is attached for further reference.

We will follow up with your office on this matter. Should you have any questions, please feel free to reach Ms. Marielle Bordado, Head of Communications, at 09178521525 or [mbordado@wwf.org.ph](mailto:mbordado@wwf.org.ph).

Your support for this monumental event is highly appreciated. This Earth Hour 2024, **let us together create the biggest Hour for Earth.**

Together Possible,

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

# Earth Hour 2024

## The Biggest Hour for Earth



# #EarthHour 2024

23 MARCH 8:30PM

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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.



# Objectives from 2020–2030

Ultimate conservation and policy goal

**Halting the loss of biodiversity by 2030**

**Secure a new deal for nature and people in 2020**

Comms strategy and goal for 2020

**Engage 1 billion people across the world**

**Engage decision-makers (business/gov/institutions)**

Make nature matter

Move nature up the global agenda

Inspire the world to act in 2020

Move nature up the national agenda



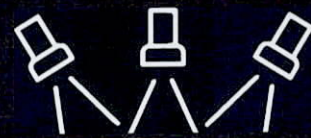
## Earth Hour is the most popular global grassroots climate change awareness platform



**Reach = Impact**



**15 years of invaluable investment**



**PR spotlight**



Great reach, great  
impact...  
we should do  
even better.

EARTH HOUR 2023

## The Biggest Hour for Earth

Over  
**190**  
countries  
& territories.

A total of  
**410K**  
hours  
given to Earth.

That's equal to  
**46**  
years.

Statistics as of 18:00 GMT on 31 March 2023.

Find out more at [earthhour.org](http://earthhour.org)



The 'big' idea

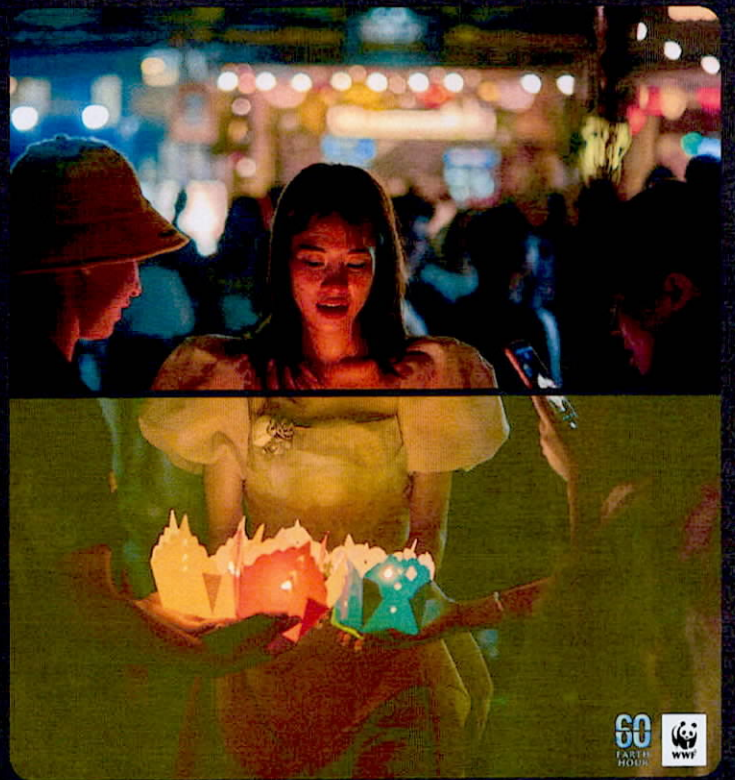
a multi-year platform  
maximising the  
power of the hour



**Earth Hour unites the globe in a moment of celebration**

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**Let's make it the greatest moment for the planet the world has ever seen**



# **Earth Hour**

# **Philippines 2024**



Earth Hour Philippines 2024

## Earth Hour 2023 Highlights

- Return of in-person Earth Hour event
- 18 NGA partners
- 8 INGO partners
- 12 social enterprises
- 1200+ attendees at the QC Memorial Circle
- Over PHP62M worth of media value



Earth Hour Philippines 2024

## Key Messages

- 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

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### **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

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- **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.
- 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



# Target Audience

## Pre-Switch off event

### PRIMARY

- Current WWF Donors
- Manila Residents (18-65 years old); Lower B and C
- Students from Manila and nearby cities (primary to tertiary)
- Young professionals in Metro Manila (21-35 years old)

### SECONDARY

- Residents of nearby cities: Pasig, QC, Mandaluyong, San Juan (18-35 years old)
- Local government units from Metro Manila

## Solutions Fair

### PRIMARY

- Enterprises in Manila
- Manila Residents (18-65 years old)
- Young professionals in Metro Manila (21-35 years old)

### SECONDARY

- Residents of nearby cities: QC, Pasig, Mandaluyong, San Juan (18-35 years old)

# University Caravan

Earth Hour will be joining TVA's Manila City university caravan.

The caravan will include talks and a possible film showing in each stop.

The Comms team will join the caravan to promote Earth Hour and encourage the students to log in their participation hours (including the hours from the talks and film watching) in the Beyond the Hour count.



Earth Hour Philippines 2024

## Switch Off Plastic Pollution Programme

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.

*Participants will be asked to bring recyclable plastic bottles and items to be collected at the event venue.*

Target Venue *Kartilya ng Katipunan/ Luneta Park*



Earth Hour Philippines 2024

## Switch Off Plastic Pollution 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	

# Switch Off Plastic Pollution Programme

TIME	SEGMENT	C/O	REMARKS
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 City	Mayor Honey Lacuna-Pangan	Briefly discuss Manila City's sustainability and 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

# Switch Off Plastic Pollution Programme

TIME	SEGMENT	C/O	REMARKS
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

Earth Hour Philippines 2024

## Solutions Fair and Exhibit

### Project partner social enterprises will set up booths

*Note: Booths must have activities, as well as calls to action that guests can participate or volunteer in.*



Earth Hour Philippines 2024

## Hour Bank

### Give an Hour for Earth

Apart from the one-hour switch-off activity, the WWF community is also encouraging people to Give An Hour for Earth, or to spend at least an hour doing something positive for the planet.

These hours will then be logged onto the Hour Bank at the Earth Hour website (<https://www.earthhour.org/>) to measure the total impact of Earth Hour.



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