



Businesses

Earth Hour Info Pack





What is Earth Hour?

One of the world's largest grassroots movements for the environment, bringing people together as a community To spark global conversations on protecting nature not only to combat the climate crisis, but to ensure our own health, happiness, prosperity and even survival.

Beyond the symbolic action of switching off, Earth Hour has become a catalyst for positive environmental impact, driving major legislative changes by harnessing the power of the people and collective action.





Earth Hour 2023: Beyond the Hour – Key Message

This coming Earth Hour resonates with people from all walks of life as a powerful symbol of unity, hope, and power in collective change to bring about systemic transformation.

Earth Hour 2023 will transition the movement from advocacy to action and thereby extending beyond just the one-hour Switch Off. We aim to inspire and galvanise collective action from communities and individuals toward a low-carbon, climate-resilient Singapore through multiple engagements.



Get your business involved this Earth Hour

SWITCH OFF THIS EARTH HOUR!

Pledge your commitment to our planet by switching off lights in your homes, offices and other venues for an hour on 25 March 2023, 8.30pm.



TELL US YOUR STORY!

Email or tag us on social media. Share what you are doing to give back to the planet for a chance to have your story shared with fellow Earth Hour supporters.

EARTH
HOUR

BREW YOUR KOSONG PLAN!

Check out our posters and social media bundle and let your online community know that you are switching off this Earth Hour.

KOSONG

(n.) Malay word for "zero"

0 kosong, Prata kosong, why not emissions koso

REGISTER TO SWITCH OFF NOW



60
EARTH
HOUR



WWF

Get your business involved this Earth Hour

TELL US YOUR STORY!

Each year we profile and celebrate businesses taking part in Earth Hour.

Email us at earthhour@wwf.sg or tag us @WWF-Singapore or @wwfsg on our social media. Share what you are doing or how your business is giving back to the planet for a chance to have your story shared with fellow Earth Hour supporters!



Posting about Earth Hour is a great way to demonstrate your business's commitment to a healthy future for the wildlife and wild places that make Singapore home.

It's also a great opportunity to celebrate your business's existing sustainability or environmental initiatives.



Get your business involved this Earth Hour

Social Media Bundle

Want to show your support for Earth Hour? We've developed some social media posts and posters you can use to share and generate excitement for Earth Hour! Have a sneak peek below.

Download all Earth Hour assets [here](#). You'll find images to use across all social media channels and print-ready posters.



Does your business have digital display screens?

Reach out to earthhour@wwf.sg if you require Earth Hour assets in alternative formats.



Get your business involved this Earth Hour

Social Media Sample Copy

Use the sample posts below (or make up your own!) as captions for the Earth Hour social media assets you can find in this folder.

Keep it short and simple.

We're switching off this Earth Hour at 8.30pm, Saturday 25 March. Will you join us? Sign up to #SwitchOff this Earth Hour at [earthhour/switch-off](https://earthhour.org/switch-off)

Tell the world what Earth Hour is all about!

<Your business' name> has signed up to switch off this Earth Hour at 8.30pm, Saturday 25 March! Join us alongside hundreds of businesses in Singapore and thousands worldwide, calling for stronger action against climate change and nature loss. Sign up today at [earthhour/switch-off](https://earthhour.org/switch-off)



#earthhour2023
#earthhourfestival2023
#datewithnature
#kosongplan
#kosongactions
#biggesthourforearth

