

EARTH HOUR ACTION KIT



SWITCH OFF AT
27 MARCH 2021
8:30PM



SCOUTS[®]
Creating a Better World



Background

Earth Hour: a Scout tradition to protect the planet

Every year, millions of Scouts have been joining WWF on the last Saturday of March to promote and advocate for the protection of the planet through Earth Hour.

Earth Hour engages millions of people in more than 180 countries, in switching off their lights for one hour to give our planet a break. In light of the ongoing health crisis resulting from the COVID-19 pandemic, WWF recommends that individuals participate in Earth Hour actions and events virtually this year for public health and safety.

Earth Hour joins your Earth Tribe journey

The Earth Tribe is a global community of young people who are passionate about the environment and actively engaged as global citizens to preserve and protect our planet. The Earth Tribe Initiative and Challenges offer young people opportunities to access a personalized journey of environmental education for sustainable development through fun activities, where young people can earn merit badges as they take action for the planet.

This year, you can use Earth Hour as a starting point for joining the Earth Tribe and getting on the path of your choice whether that means taking action towards biodiversity, ending plastic pollution or promoting renewable energy.

Young people exploring Earth Tribe paths through Earth Hour

Young people can explore and participate in Earth Hour and become a member of the Earth Tribe. Earth Hour invites young people to switch off lights and negative habits that can harm the environment, sustainability, communities and our planet. There are four paths for young people to choose from:

Path	Learning Objective for young people	Young people taking action and switching off habits with Earth Hour	Some of the actions to complete
Better Choices	<ul style="list-style-type: none">• Understand and reflect on the impact of our consumption habits in the environment.	<ul style="list-style-type: none">- Choose one habit I can switch off to have less impact on the planet- Identify one choice made by my community that is affecting the	Champions for Nature Challenge



	<ul style="list-style-type: none"> Promote the co-creation of solutions to modify consumption patterns to contribute to a more sustainable lifestyle. 	<p>planet negatively. How can I change it?</p> <ul style="list-style-type: none"> Find out where the local grocery store's food comes from and who are the people involved. Can I shine a light on them? Reduce my consumption of meat. I can start with one meatless meal and increase the number when I am ready. Ask a friend to join me in changing one habit or start a new one together 	
Nature and Biodiversity	<ul style="list-style-type: none"> Understand and reflect on biodiversity, the way ecosystems work, and what our role is in humans vs nature 	<ul style="list-style-type: none"> Visit local nature parks and identify wild life.. Find out about local endangered species and the threats to their survival. Measure my environmental footprint Enjoy nature with my family and friends to connect with nature and recharge. Organise opportunities for my community to connect with nature and become aware of local wildlife. Start dialogues with the community members about collective environmental practices to protect nature and its wildlife. Enjoy the outdoors with friends on a hike or a camp night and promote nature protection on my social media 	Champions for Nature Challenge



Clean Energy	<ul style="list-style-type: none">• Reflect on the personal impact surrounding the demand and use of different energy sources.• Explore new possibilities and practices on how to satisfy the need for energy sustainably	<ul style="list-style-type: none">- Do an energy audit - are you equipment, appliances and gadgets energy efficient?- Are you using renewable energy or fossil fuel based energy? Investigate renewable energy options that are available and affordable.- Reduce energy consumption at home by switching to efficient equipment or by using them less- Explore options to use solar energy in my daily life- Learn about clean energy options available in my city- Make a first solar divide and invite friends to join me	Scouts Go Solar Challenge
Healthy Planet	<ul style="list-style-type: none">• Understand how pollution created in one place can impact ecosystems and people elsewhere• Learn how to take responsibility and mitigate	<ul style="list-style-type: none">- Reduce my consumption of single-use plastics- Invest some hours in clearing up the plastic in a public area around me- Raise awareness about plastic pollution with people I frequently talk to	Tide Turners Plastic Challenge



What Adult Leaders can do to connect with Earth Hour and support young people

Before Earth Hour:

1. Contact the WWF country office through your National Scout Organization.
2. Incorporate some of the Earth Hour related actions promoted by WWF and WOSM through www.scout.org/earthhour
3. Introduce Earth Tribe to your Scouts and help them start their journey to become part of the tribe:
 - a. Use the Earth Tribe Quiz
 - b. Introduce the different Challenges to your Scouts
4. Plan some activities with your Adult Leaders team to offer to Scouts
 - a. Include some Challenge activities in your weekly meetings
 - b. Plan activities included in the Scouts for SDGs kit to introduce the SDGs to your scouts.
5. Find out what your NSO or city is planning for Earth Hour in order to join local actions.
6. Share your plans and ideas on social media #EarthHour #Connect2Earth.

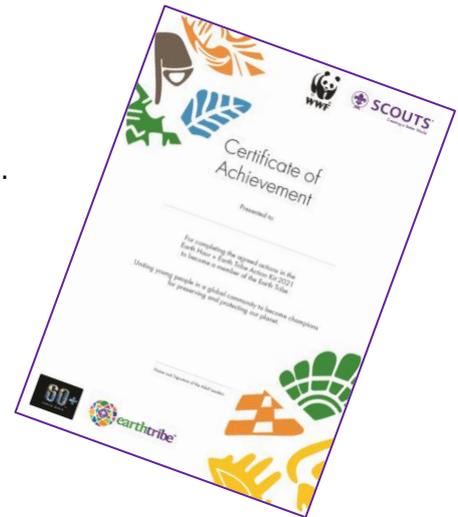
During Earth Hour:

1. Join WWF and WOSM activities online
 - o Participate in Earth Hour 2021 (Switch off your lights from 8:30-9:30 PM local time)
 - o Get to know the Earth Tribe
 - o Try one of the activities by WOSM / WWF
 - o Tell us what you did for Earth Hour and download your certificate
 - o Join your NSO activities following the healthy measures in place in your city
2. Enjoy doing activities with your Scouts!
3. Share your actions on social media and Earth Tribe community on FB #EarthHour #Connect2Earth
4. Record video/testimony
5. Make a video / testimony

Completing Earth Tribe Challenges and recognising efforts

In coordination with their National Scout Organization, Adult Leaders can coordinate young people who participated in Earth Hour activities and be counted towards their Earth Tribe Journey and Challenge completion.

Adults can download the Earth Hour certificate in this kit and use it digitally to present to Scouts who took part in Earth Hour.



Take part in Earth Hour's first-ever Virtual Spotlight

On the night of Earth Hour, we'll be posting a must-watch video on all our social media channels - **and all you have to do is share it**. Share the video on your channels, DM it, retweet it, tag friends in the comments, or send it via email - the choice is yours! Over the years, the lights-off moment saw entire streets, buildings, landmarks, and city skylines go dark - an unmissable sight that drew public attention to nature loss and the climate crisis.

This year - amidst the current global circumstances - in addition to switching off your lights, we also invite you to raise awareness and create the same unmissable sight online, so that the world sees our planet, the issues we face, and our place within it, in a new light.

You can also join via Instagram / Facebook / Twitter to stay updated!

Instagram - <https://www.instagram.com/earthhourofficial/>

Facebook - <https://www.facebook.com/earthhour/>

Twitter - <https://twitter.com/earthhour>

Learn more about how you can take part in the Earth Hour Virtual Spotlight and stay tuned for the video: <https://www.earthhour.org/new-in-2021#virtuallspotlight>

Resources from Earth Hour 2020

Explore other activities to get you connected during Earth Hour

<https://www.scout.org/Earth-hour-adult-actions>



SCOUTS
Creating a Better World

Certificate of Achievement

Presented to



For completing the agreed actions in the
Earth Hour + Earth Tribe Action Kit 2021
to become a member of the Earth Tribe

Uniting young people in a global community to become champions
for preserving and protecting our planet.

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Name and Signature of the Adult Leaders

