



Earth Hour

地球一小时

Room 1609 Wen Hua Gong  
Beijing, China  
Post code: 100006

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## 2009年“地球一小时”中国城市指南

2007年3月31日晚7:30, 悉尼200多万的家庭和企业关灯一小时, “地球一小时”活动向全球发出了强烈的信号——遏制全球变暖是有可能的。

2008年3月29日晚8点, “地球一小时”活动拓展到了全球, 世界各地的城市对地球面临的巨大威胁表达了立场, 数以百万的人们团结起来, 努力扭转全球变暖的局面。

2009年, “地球一小时”希望将关灯的信息传达给全球10亿人。WWF正在努力将“地球一小时”带到北京、上海和香港等城市。如果您住在这些城市, 我们希望您能加入到我们的行列, 使“地球一小时”活动更加壮大。

### *你的城市参加“地球一小时”*

“地球一小时”是一个鼓舞人心并且易于实施的活动, 旨在帮助贵城市提高节能意识, 并使更多人为应对气候变化而努力。

WWF邀请中国所有的城市加入到“地球一小时”活动中, 在2009年3月28日晚8:30到9:30, 关掉不必要的电灯。

我们欢迎贵城市以各种方式参与, 加入我们的行动非常简单, 只要去我们的中英双语“地球一小时”中国网页([www.earthhour.org/china](http://www.earthhour.org/china))注册, 您就能从上面获得各种帮助和支持。

### *如何成为“地球一小时”合作城市?*

#### 请先考虑:

- 贵城市是否有独特的“个性”?
- 是否有重要的地标性建筑或者著名的区域, 可以使“地球一小时”关灯活动达到良好的视觉效果?
- 贵城市是否能组织其他社会活动支持“地球一小时”活动?



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- 能否组建一个“地球一小时”团队或指派一位核心协调人来协调“地球一小时”活动？
- 贵城市期望的成功“地球一小时”活动将是怎样的？希望有多少人、建筑物、标志建筑和企业参与其中？
- 是否有当地的名人（电视、电影、音乐领域）公开支持“地球一小时”活动？
- 贵城市是否有预算或企业赞助来制作本地的“地球一小时”电视、广播、网络、平面广告或户外广告对本城市的活动进行推广？

当地市长对“地球一小时”活动的明确支持是该城市承诺参与的重要标志。

如果贵城市加入“地球一小时”活动，请任命一个团队或至少一个人作为核心活动协调人，与政府及有关部门进行沟通。团队或个人应负责保证该市的“地球一小时”活动顺利进行，其工作包括同当地的企业、楼宇、学校、饭店和各种组织的接洽。

如果贵城市承诺成为“地球一小时”的伙伴城市，就会在“地球一小时”网站中国版上([www.earthhour.org/China](http://www.earthhour.org/China))拥有自己城市的网页。

通过各种渠道积极在城市居民中推广“地球一小时”活动，例如联系您当地的电视台、广播电台和新闻网站，也可以通过地铁站、公交车站等的户外广告推广“地球一小时”。

不论出于何种原因，如果贵城市的景观灯照明不能在晚上8:30-9:30期间关闭，但人们仍想参与其中，则可以鼓励当地的企业、学校、饭店等组织生动有趣的寓教于乐活动。

#### **WWF 如何支持贵城市的“地球一小时”活动**

- 我们可以为您提供一份简短的“地球一小时”宣传片（3分钟，英语发音，中文字幕）。
- 我们可以为您提供宣传材料的模板，例如“地球一小时”的标志、海报、贴纸、传单、T恤衫等，您可以印刷、制作相关物品并在城市中分发，



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- 费用自行解决。
- 我们可以为您设立“地球一小时”中国网站的城市网页。
- 我们可以为您提供在 WWF“地球一小时”新闻材料中宣传贵城市的机会。

#### **WWF 标志的使用规定**

- 您可以根据 WWF 提供的地球一小时标志使用指南，在宣传中使用地球一小时的标志，如果您想在任何“地球一小时”宣传材料中使用 WWF 大熊猫标志，请先与我们联系。

#### **“地球一小时”的时间安排**

即日起至 2009 年 3 月 28 日：组成贵城市的“地球一小时”团队，并开始与相应的城市官员、大型企业、标志性建筑和组织等进行接洽，获得支持。尽早通知 WWF（中国）贵城市对于“地球一小时”的正式承诺。贵城市不必在 12 月 15 日 WWF 启动仪式前正式发出承诺。

12月10日：“地球一小时”全球团队将在波兰波兹南召开的联合国气候谈判会议上举行新闻发布会，启动2009年“地球一小时”活动。其他WWF办公室也将启动当地的“地球一小时”活动。

12月15日：WWF（中国）将在北京举办一次特殊的“地球一小时”启动仪式。如果您希望宣布贵城市正式加入“地球一小时”，请通知WWF（中国），我们将尽力通过媒体发布这一消息。

12月15日至3月：继续与潜在的企业、标志性建筑、学校和饭店等进行接洽，以获得支持。为“地球一小时”之夜开始筹备公共项目或活动，其中包括确保场地、预算、嘉宾和媒体。

3月1日至3月28日：启动贵城市的公共活动，通过媒体、广告宣传来号召和提醒人们参加“地球一小时”活动，并在贵城市“地球一小时”的网页上签名。WWF 还建议贵城市在活动开始至少一周前，拍下建筑物和地区“熄灯前”的照片。

3月21日至3月28日：“地球一小时”活动开始的前一周和前几天，请务必在贵城



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市大力推广该活动。宣传太早人们会淡忘！宣传太晚人们会记不住！

3月28日：派摄影师捕捉“熄灯”地区和建筑物的照片，并举办“地球一小时”的庆祝活动，邀请嘉宾、当地媒体和公众参加。

3月29日：通过新闻发布会或新闻稿的方式传达“地球一小时”活动的成功，并与当地传媒分享地球一小时“之前”和“之后”的照片。

### **“地球一小时”能为贵城市带来什么？**

在城市级别上参与“地球一小时”活动，您可以通过我们的网站和其他媒体，向世界各地的其他参与“地球一小时”的城市宣传推广贵城市和本地活动。

“地球一小时”作为一个平台，可以突出展现贵城市对环境保护和节约能源，应对气候变化的贡献。但这仅仅是一个开始。对于一个履行了“地球一小时”承诺的城市，熄灯之后提倡节约能源和环境保护带来的变化才是真正的意义所在。

开展“地球一小时”活动后，根据各方的积极回应，发起以气候变化、能源效率问题为重的长期项目或公共拓展计划。

为了使活动富有意义而不只是象征性地开展，长期关闭或调暗城市中不必要的照明，使之成为城市每月定期的活动。

此外，随着“地球一小时”城市与WWF之间的合作进一步加深，WWF将帮助该市开展更多的生态友好型项目，将绿色的概念引入到政府的日常运作之中。

### **联系世界自然基金会（瑞士）北京代表处：**

如果贵城市有兴趣举办“地球一小时”活动或已确认参加，或其他任何问题，请联系：

电子邮件：[earthhour@wwfchina.org](mailto:earthhour@wwfchina.org)  
电话：+86 10 6522 7100转3226  
更多信息，请登陆[www.earthhour.org/china](http://www.earthhour.org/china)



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## City Guide for Earth Hour China 2009

### ***Background***

On 31 March 2007 at 7:30pm, more than two million Sydney businesses and households turned off their lights for one hour - Earth Hour - sending a powerful national and global message that it's possible to take action on global warming.

At 8pm on 29 March 2008, Earth Hour went global, with cities and towns around the world taking a stand on the greatest threat our planet has ever faced, and millions of people uniting to turn the tide on global warming.

In 2009, Earth Hour aims to reach 1 billion people around the world with the message to turn out their lights. WWF is working to bring Earth Hour to Beijing, Shanghai and Hong Kong. If you live in these cities, we hope you will join us to make Earth Hour even bigger.

### ***Earth Hour in Your City***

Earth Hour is an inspiring and cost-effective event to help raise awareness in your city on the importance of saving energy and how they can help in the efforts against climate change.

WWF invites all cities in China to join Earth Hour in turning off non-essential lights for one hour from 8:30 to 9:30 pm on March 28, 2009.

Any level of participation in your city is welcomed and you could be part of the action by simply registering on the bilingual (Chinese and English) China page of our Earth Hour website ([www.earthhour.org/china](http://www.earthhour.org/china)) where you could also get all kinds of help and support.

### ***How to Get Started as an Earth Hour City***

**Questions to Consider:**



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- Is there a unique “character” to your city that you can promote to support Earth Hour?
- Are there key landmarks or iconic buildings or popular areas that can provide a great visual for turning off lights for Earth Hour?
- Does your city have other community based events or environmental initiatives that can be used to help support Earth Hour?
- Can you put together an Earth Hour Team or appoint one lead person to coordinate Earth Hour?
- What would a successful Earth Hour look like in your city? How many people, buildings, landmarks, and businesses would you like to reach?
- Are there any local celebrities (TV, movie, music) that you can get to support Earth Hour in public?
- Does your city have budget or can your city get corporate sponsorship to make local Earth Hour advertisements for TV, radio, web, print or outdoor ads?

Securing the mayor’s support of Earth Hour should be the first thing to consider for a city’s commitment.

A team or at least one person should be appointed to work on Earth Hour related issues and as a core coordinator from the local government. The team/person will be responsible for ensuring the city looks dark for Earth Hour, which includes contacting businesses, buildings, schools, restaurants, associations, etc. to ensure they are turning off their lights during the one hour.

After a city makes the commitment to become an Earth Hour City, a city page on the Earth Hour website ([www.earthhour.org/China](http://www.earthhour.org/China)) within the China section will be set up for the city.

Actively promote Earth Hour to city residents through various communication channels, for example contact your local TV, radio stations and news website, as well as promote Earth Hour in outdoor advertising spaces such as subway stations and bus stops, etc.

If lights can not be turned off during 8:30-9:30pm in buildings for whatever reason, but people still want to participate, encourage local businesses,



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schools, restaurants, etc. to organize fun and educational Earth Hour activities.

### ***How WWF Can Support Your Earth Hour***

- We can provide a copy of a short promotional Earth Hour video (3 minutes, with English with Chinese subtitles)
- Templates for promotional materials such as Earth Hour logo, posters, stickers, flyers, t-shirts, etc, that you can print, produce and distribute in your city at your own costs.
- A city page in the China section of the Earth Hour website.
- Opportunities to promote your city in WWF's overall Earth Hour press materials.

### ***WWF Restrictions***

- You may use the Earth Hour logo in your communications, following the Earth Hour Brand Guideline provided by WWF. If you want to use WWF's Panda logo in your Earth Hour communications, please contact WWF China.

### ***Earth Hour Timeline***

**Now until Mar 28<sup>th</sup>, 2009:** Put together your Earth Hour team and start contacting the necessary city officials to get support for Earth Hour as well as large businesses, landmark buildings and organizations. Notify WWF China of your official commitment to Earth Hour at the earliest time. Your city does not need to officially commit to Earth Hour before the Dec 15<sup>th</sup> WWF China launch ceremony.

**Dec 10<sup>th</sup>:** The Earth Hour Global Team will launch Earth Hour 2009 through a press conference held at the United Nations Climate Change Conference in Poznan, Poland. Other WWF offices will hold their local Earth Hour launch within 24 hours of the Global Launch.

**Dec 15<sup>th</sup>:** WWF China will hold a special Earth Hour launch ceremony in Beijing. If you would like to announce your city's official participation, please notify WWF China and we can try to coordinate an announcement for you through our press release and media outlets.



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**Dec 15<sup>th</sup> to March:** Continue to contact potential businesses, landmark buildings, schools, and restaurants to get their support. Start preparing any public events or activities for the night of Earth Hour, including securing venue, budget, guests, and media.

**March 1-28 :** Begin your city's public campaign with the release of ads, getting stories in the media, to educate and remind people of Earth Hour actions and to sign up on your city page of the Earth Hour website. WWF also suggests your city to take the "before" photos of buildings and places that will go dark on Earth Hour at least one week before the event.

**March 21-28:** Make sure to heavily promote Earth Hour in your city in the week and few days leading up to Earth Hour. Too soon and people will forget! Too late and people won't remember!

**March 28:** Send photographers to capture the "lights off" areas and buildings and hold celebrations for Earth Hour. Invite VIPs, local media, and the public.

**March 29<sup>th</sup>:** Communicate the success of Earth Hour in your city through a press conference or press release, and share the "before" and "after" Earth Hour photos with local media.

### ***What Earth Hour Can Do for Your City***

By joining Earth Hour on a city level, you can promote your city and local actions with other Earth Hour cities around the world through our website and other medias.

Earth Hour is a platform to highlight your city's dedication to environmental issues and saving energy in order to help stop climate change. But it's just a beginning. For a city committed to Earth Hour and what it stands for, what happens after the lights off is the real deal.

A long-term project or public outreach program focused on climate change, energy efficiency issues could be launched based on the positive responses received after Earth Hour.



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To make a symbolic event go on to be something not just symbolic, turning off or dimming the non-essential lighting on city buildings could become a regular monthly event.

Also, a deeper cooperation between the Earth Hour city and WWF could be explored so that WWF can help the city to develop more eco-friendly projects and a green concept could be brought into the government's daily operation.

**Contact WWF China:**

If your city is interested in organizing Earth Hour or have confirmed your city's participation, or if you have any additional questions, please contact WWF China:

Email: [earthhour@wwfchina.org](mailto:earthhour@wwfchina.org)  
Phone: +86 10 6522 7100 ext. 3226

For more information, go to [www.earthhour.org/china](http://www.earthhour.org/china).



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