



Earth Hour

地球一小时

Room 1609 Wen Hua Gong
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在你的城市开展“地球一小时”活动 无论你在哪里，都可以通过各种形式参与

2007年3月31日晚7:30，悉尼两百多万家公司和家庭参加“地球一小时”活动，关灯一小时，向全世界传递了一个信息——我们能采取措施应对全球变暖。

2008年3月29日晚8点，“地球一小时”活动在全球展开。面对地球面临的最严重的威胁，许多城市表明了自己的立场，与千百万人一起，遏制全球变暖。

2009年，我们的目标是全球10亿人加入“地球一小时”活动。我们需要你的帮助，参与到活动中来，并将活动信息传递给更多的人。无论你在何地，都可以用你自己的方式参加活动。以下是一些活动建议：

目标

动员尽可能多的人，例如你的朋友、公司、政府参与“地球一小时”活动。让他们2009年3月28日晚上8:30熄灯一小时。

如何实现？

1) 组建你的团队

一个好的团队是令“地球一小时”在全球成功开展的重要因素之一。寻找志同道合的朋友和机构，帮助计划如何在当地实现熄灯一小时。

你的团队成员可以是你的朋友或校友，家庭成员或邻居，市长或者公司领导，也可以是当地学校的校长。

组建一支愿意为活动付出时间和精力团队，是你开始的第一步。

2) 广泛宣传

为帮助你和你的宣传对象更好地了解活动，请浏览www.earthhour.org 观看“地球一小时”2008年活动视频。这个视频将给你和你的宣传对象参与活动、应对全



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球变暖带来力量。

思考如何能在你的城市宣传“地球一小时”，如何尽可能多地鼓励个人和企业
在**2009年3月28日周六晚8:30**熄灯一小时。

小想法体现大智慧

为帮助你宣传，我们已经建立了相关网站，其中有中国和各城市页面。在
www.earthhour.org 注册，并邀请你的朋友一起注册，加入“地球一小时”。让你的
朋友邻居参与，是参与活动并为地球环境改善出力最简便的方法。

着眼大处，全局思考

谁在大量用电？首先是——城市。

城市是大量使用电能的地方之一。如果你能让城市或市长参与活动，关闭不必要
的景观灯一小时（为确保安全，路灯不属于熄灯范围），你的城市就能为环
保做出巨大的贡献。

办公大楼和大型零售商店也消耗许多电能。

写信给公司或商店，询问他们能否在“地球一小时”期间，调暗大楼、霓虹灯、
商店和酒店的照明。

问问你喜爱的酒店餐馆，是否可以举办一个烛光晚餐（当然是使用蜂蜡），并
在菜单上标注强调冷餐或使用当地的产品。

在学校组织气候变化的讨论会或者节约能源的竞赛。

给当地报纸、电台、电视频道写信，告诉他们你为活动所做的事情——争取新
闻报道，来更好地宣传你的城市为“地球一小时”活动和世界环境所要做的……
往大处思考！

3) 有创意

尽可能多地争取个人和企业**在2009年3月28日晚8:30**熄灯一小时，同时，运用
创意，使你的朋友和家人共同加入活动。



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在社区，组织有趣并且可以在“无照明”条件下进行的游戏活动，在家中举办电影或音乐派对，或者看星空，和大家讨论做哪些事能节约能源。你还可以用写博客，或者上网交流的方式，将“地球一小时”过得有意义而愉快。

4) 每天可以做的

2009年3月28日晚8:30熄灯一小时只是参与“地球一小时”的第一步。为了地球的未来，从现在起每天节约能源是第二步。

宣传活动信息时，请鼓励你的朋友、家人和同事每天关上不使用的电灯和电器的电源

5) 实现

每个城市都是独特的，可以结合当地的文化、方言、大家的团结和热情，来开展富有地方特色的“地球一小时”活动。但活动的进行取决于你！无论你组织何种活动来支持2009年3月28日的活动，都是一种成功。只要你们一起行动，“地球一小时”就能开展。

6) 如有其他疑问

如果你正在思考如何让“地球一小时”于3月28日晚8:30在你的城市开展，你可能想了解2008年我们是如何做的。请浏览我们的网站获得更多帮助，你也可以上传你的活动、照片、故事，与所有活动支持者一起分享你的经历。我们期待你的参与！

更多“地球一小时”信息，请浏览网站www.earthhour.org
或者联系 WWF earthhour@wwfchina.org.



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MAKE EARTH HOUR HAPPEN IN YOUR TOWN

A list of ideas you can implement, no matter where you live!

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 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 hopes that 1 billion people around the globe turn out the 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. But we need your help to spread the message of Earth Hour to the rest of China. If you want to bring Earth Hour to your town or city on 28 March 2009 at 8:30pm, this will help you get started!

Your Goal

Get the most people, businesses and government involved in Earth Hour and get them to turn off their lights for one hour at 8:30pm on March 28, 2009.

Making Earth Hour happen

1) Building your team

A good team is one of the biggest success factors for making Earth Hour happen around the world. Put together a team of committed people and organizations to help plan how you can turn out the lights for one hour in your area.

Members of your Earth Hour Team could include your friends or schoolmates, members of your family or your neighbours, the local mayor or business leader, or your local school principal.



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Pull together a team of people and organizations willing to put the time and effort into making Earth Hour happen and you'll be ready to get started.

2) Spread the word about Earth Hour

To inspire yourself and those you speak to about Earth Hour, check out www.earthhour.org to watch the video of Earth Hour 2008. This video will go a long way to inspiring you and those you speak to, to get involved in Earth Hour and to help take a stand against global warming.

Think about how you could spread the word about Earth Hour in your area, how can you encourage the most people and businesses to turn their lights off for one hour at 8:30pm on Saturday 28 March 2009.

Thinking small can be big thinking

We've created a website to help you spread the word about Earth Hour with a national and city pages for China. Register at www.earthhour.org and recruit your friends to the Earth Hour cause. Getting your friends and neighbourhood involved is the easiest way to be a part of Earth Hour and help make a difference to our planet.

Think big

Who in your town uses lots of power? First stop. The city. The city is one of the largest users of power in your area. If you can get the city or the mayor involved in turning off their non-essential lighting for Earth Hour (you can leave street lights on for safety), your town can make a huge difference.

Office buildings and big retail stores use a lot of power. Write to the businesses and stores in your area and ask them to darken their buildings, neon signs, stores and restaurants for one hour for Earth Hour.

Ask your favourite restaurants to have a candle-lit dinner hour (using beeswax candles of course) and feature fresh "cold" dishes in the menu or use local products.

Ask your school or university to organize a discussion on climate change or energy-saving contest.



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Write to your local newspaper, radio or television channel and tell them what you're doing - try and get some news coverage of what your town wants to do for Earth Hour and the planet...think big!

3) Be creative!

As well as asking as many people and businesses as possible to turn off their lights in your city or town at 8:30pm on 28 March 2009, think creatively about how to bring your friends and family together for the night.

Organize fun activities in your neighbourhood with "in the dark" games and activities, organize a movie or music night at someone's home, look up at the stars, use the hour to talk about what you can do every day to save energy. Think about the different ways to have fun with Earth Hour.

4) What to do everyday

Turning off your lights for one hour at 8:30pm on 28 March 2009 is the first part of getting involved in Earth Hour. Making a difference to the future of our planet by making energy savings every day is the second part.

When spreading the Earth Hour message, don't forget to encourage your friends, family and workmates to turn off unused lights and appliances every day of the year.

5) Make it happen

Every town and city is unique and can bring its own special touch, culture, dialect, identity and passion of its communities to create its own Earth Hour on 28 March 2009. But making Earth Hour happen is up to you! Whatever you can organize to help turn out the lights on 28 March — will be a success. You can make Earth Hour happen if you work together.

6) Other questions you might have

If you're thinking about Earth Hour in your town or city at 8:30pm on 28 March, you'll probably have some other questions about how we did it in 2008. Check out our website for more ideas and guidelines. You can also upload your events, photos and stories and share your experiences with other Earth Hour supporters. We'd love to hear from you!



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For more information about Earth Hour visit the China page at www.earthhour.org or contact WWF China at earthhour@wwfchina.org.



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