



EARTH HOUR 2012

Go beyond the hour, set your energy saving target

Earth Hour 2012 will take place on Saturday 31 March at 8:30pm (local time).

We are happy to announce that along with a number of cities in China, Hong Kong will again participate in this global campaign. Earth Hour continues to be a call to action for every individual, every business and every community around the world: a call to stand up, to take responsibility, to get involved and to lead the world on a journey to a sustainable future. We hope to attract even more participation this year, so we can build a truly global community committed to creating a more sustainable planet.

Earth Hour started in 2007 in Sydney, Australia when 2.2 million individuals and more than 2,000 businesses turned their lights off for one hour to take a stand against climate change. By 2011, it had become a global movement across 135 countries and over 5200 cities. Global landmarks such as Victoria Harbour in Hong Kong, the Sydney Harbour Bridge, the Golden Gate Bridge in San Francisco and Rome's Colosseum all stood in darkness as symbols of hope for a cause that grows more urgent by the hour.

Earth Hour is an event for the planet, by the people. But remember - Earth Hour means much more than switching off lights for one hour once a year. Earth Hour is really about giving people a voice: a say in the future of our planet; and allowing people to work together to create a sustainable future. Earth Hour is the perfect illustration of how great things can be achieved when people come together for a common cause.

Uniting people to protect our planet Go beyond the hour

As well as encouraging more people to turn off their lights on the night of Earth Hour 2012; WWF would like to urge people to turn every hour into Earth Hour and begin setting your own personal energy saving targets. WWF invites everyone to go beyond the hour!

To ensure that the next generation lives on a planet that can provide for them, WWF encourages you to start saving energy now and begin setting your own energy saving goals—there's more than just switching off your lights to save electricity. You can also save energy from the electrical appliances use, transport, and when we cook and bathe!

These actions can help us meet the needs of a growing and increasingly prosperous population while staying within the limits of the resources of our planet. With a clear target, we can all change our energy consumption behaviour and efficiently achieve energy conservation goal. Please do your part for the planet and a sustainable future. We cannot do this without you. Support Earth Hour!

Areas for setting your own energy saving targets.

- When buying new appliances, be sure to purchase energy-efficient products
- Save hot water by taking short showers instead of baths
- Opt for dimmable lightings or a flexible combination of light fixtures instead of a single light source
- Decide what you want to eat before opening the fridge. Don't just stand there with the door open!
- Stop leaving the TV on to produce "background" music in your room
- Drive less and take public transport to save fuel

To learn how you can go beyond the hour, please visit wwf.org.hk/earthhour. Sign up now to show your support.



地球一小時2012

一人一目標，節能惜未來

「地球一小時 2012」將於 3 月 31 日（星期六）晚上 8 點 30 分舉行。

本會欣然宣布，香港將與中國多個城市一起，繼續參與這項全球活動。「地球一小時」呼籲全球的每位公民、每間企業、每個團體，為地球站起來，負起責任，積極參與，帶領全球走向可持續發展的未來。今年，本會希望有更多人參與，把全球人類團結起來，為改善地球的可持續發展努力。

「地球一小時」於 2007 年在澳洲悉尼拉開序幕：220 萬名民眾及超過 2,000 間公司攜手熄燈一小時，展示對抗氣候變化的決心。到 2011 年，活動已擴展至全球 135 個國家，超過 5,200 個城市。不少世界級的地標，包括香港維多利亞港、悉尼港灣大橋、三藩市金門大橋及羅馬競技場，均以熄燈彰顯環境危機越趨逼切。

「地球一小時」是由人類為地球而發動的活動。請謹記，每年熄燈一小時外，「地球一小時」更大的意義在於讓大眾發聲，為地球的未來發聲。「地球一小時」鼓勵民眾共同努力，創造可持續發展的未來。團結就是力量，「地球一小時」正是這句話的最佳見證。

齊心聯手，保護地球

接力「地球一小時」

除了在「地球一小時」當晚熄燈一小時，世界自然基金會更希望市民訂立個人的節能目標，在日常生活中延續「地球一小時」的精神。本會鼓勵各界接力「地球一小時」！

本會鼓勵大家坐言起行，馬上制定個人節能目標。全球人口越來越多，越來越富裕，唯有節約能源，我們才能以有限的資源。滿足不斷上升的需求，讓下一代能繼續在地球生活。這並不只限於熄燈節約用電，從日常生活的電器使用、交通、煮食，甚至從洗澡上也可做到節能。只要有一個明確的節能目標，我們就能改變消耗能源的習慣，成功節約能源。

請為生生不息的地球各盡所能，支持地球一小時。

個人節能建議

- 添置新電器時，選購符合能源效益的產品。
- 以短時間的淋浴取代浸浴，減少使用熱水。
- 選擇可調較光暗的照明裝置，或以多種照明組合取代單一光源。
- 打開雪櫃前想好要吃什麼，不要讓雪櫃門開得太久！
- 戒除用電視聲作房間「背景音樂」的習慣。
- 減少駕車，改為乘搭公共交通工具。

請瀏覽 wwf.org.hk/earthhour 了解如何延續「地球一小時」的精神。立即報名參加，以行動表示支持。