

SCOUTS AND EARTH HOUR IN AFRICA 2023

In Collaboration with WWF Africa



Join the #BiggestHourForEarth

8.30pm 25th March
earthhour.org



ABOUT EARTH HOUR 2023

Earth Hour 2023: a moment of solidarity for people and planet.

Since 2007 Earth Hour has shone a spotlight on the issues of climate change and nature loss having reached over 190 countries and territories and millions of people around the globe. Earth Hour has grown to become the world's largest grassroots movements for the environment, inspiring individuals, communities, businesses and organisations in more than 190 countries and territories to take tangible environmental action.

Historically, Earth Hour has focused on the climate crisis, but more recently, Earth Hour has strived to also bring the pressing issue of nature loss to the fore. The aim is to create

1



an unstoppable movement for nature, as it did when the world came together to tackle climate change. The movement recognizes the role of individuals in creating solutions to the planet's most pressing environmental challenges and harnesses the collective power of its millions of supporters to drive change.

WWF is warning that the next seven years are crucial for halting irreversible nature loss and climate change. This year's Earth Hour, it says, is needed more than ever, to inspire millions more to act, and make millions more take notice. Earth Hour 2023 comes hot on the heels of the historic Kunming-Montreal Agreement at COP15, which in December last year committed the world to halting and reversing biodiversity loss by 2030. The next seven years are therefore crucial, for ensuring that the decade ends with more nature and biodiversity than when it began, not less, and that we stay under the 1.5°C climate threshold needed to avoid irreversible damage to our planet. Earth Hour is therefore needed more than ever, to inspire millions more to act, and make millions more take notice.

HOW YOU CAN CELEBRATE EARTH HOUR 2023


Here are some ideas on how you and your Scouts could celebrate Earth Hour this year

1. Read this presentation to learn more about #EarthHour 2023: [https://www.dropbox.com/s/r1daxtn6omh2nbe/CSO%27s%20Earth%20Hour%202023 Africa%2008%20March.pptx?dl=0](https://www.dropbox.com/s/r1daxtn6omh2nbe/CSO%27s%20Earth%20Hour%202023%20Africa%2008%20March.pptx?dl=0)
2. Give an Hour for Earth at <https://www.earthhour.org/take-part/give-an-hour>
3. Record the number of hours given by yourself, your Scout Group, your School, your community, your NSO/NSA or your country and share it with us at https://docs.google.com/spreadsheets/d/1moIJFjhO-IVZOr3Swhi7ckRoVmpzeYldjtjE_TChIS4/edit?usp=sharing
4. Register your #EarthHour event here <https://www.earthhour.org/submit-event> so that your event appears on the WWF global event listing page AND so that we can record your estimated number of participants. We will then add this to our global tally of hours.
5. Subscribe to the #EarthHour Newsletter <https://bit.ly/3SbqL46> and the Google Site <http://bit.ly/3SckpBA> for resources and so that you don't miss out on anything.

Calendar Of Regional Earth Hour Activities

- 21 March - Communication to NSOs with Guidance on how to celebrate Earth Hour 2023
- 23 March - Africa Earth Hour Media Event with WWF. Register here to attend: https://wwf.zoom.us/webinar/register/WN_qIj9ZoAdTIibpRYkwafrjw
- 25 March - Scouts-WWF Africa #BiggestHourForEarth Virtual Event. Register here to attend: <https://worldscouting.zoom.us/meeting/register/tJMud-CqjMsH9JM5UfO93AoVP9VTuqzpACh>
- 27 March - Recap Story on How Scouts Celebrated Earth Hour 2023 in Africa
21 – 27 March - Social Media Promotion

Earth Hour 2023 Promotional Resources

This #EarthHour2023 we'd love for you to get involved. . We're asking Scouts to spend their hour on 25 March @ 8:30PM local time, to learn about the Champions for Nature Challenge and how they can earn the badge!

We have put together some SCOUTS co-branded resources to help you and your Scouts organize and take action this Earth Hour. You can find assets in the Trello card below



including translated captions in French!

<https://trello.com/c/ZseZP1WI/31-%F0%9F%8C%9F-earth-hour-%F0%9F%8C%9F>

Our Partners, WWF have also developed the following resources that you can utilize:

- Earth Hour Website where Scouts can log in their #EarthHour contributions: <https://www.earthhour.org/take-part/give-an-hour>
- Community Engagement Handbook with ideas on activities you can use to engage your community through #EarthHour events: <https://www.earthhour.org/take-part/engage-your-community>
- Education Pack for Children that you can use with your Scout group to celebrate #EarthHour: <https://sites.google.com/wwf.panda.org/earthhour/asset-downloads/community-engagement-assets#h.ke6wpqt9nmp>
- Zoom backgrounds to use for your virtual meetings and events this #EarthHour week: <https://sites.google.com/wwf.panda.org/earthhour/asset-downloads/marketing-assets#h.mw71wxno0tdg>
- Animated #EarthHour flip clock templates: https://sites.google.com/wwf.panda.org/earthhour/asset-downloads/social-assets_1#h.umwqz8454ath

You can also access these resources on this Dropbox Folder:

<https://www.dropbox.com/sh/oryv9wb712sddnm/AAAafaTC8JYESL9bI7e2p2jQa?dl=0>

SOCIAL MEDIA MESSAGES

Option 1:

English

Our planet needs environmental champions and you've got the opportunity this #EarthHour to become one and encourage others as well! 🌍

Use your time on March 25th at 8.30pm (your local time) to explore, discover, and share what action you can take to become a Champion for Nature. Find all you need about the Champions for Nature Challenge & badge by visiting <https://earthtribe.scout.org/>

Learn more about Earth Hour: <https://www.earthhour.org/>

French

Notre planète a besoin de défenseurs de l'environnement. #EarthHour te donne l'occasion de le devenir, et d'encourager les autres à faire de même ! 🌍

Le 25 mars à 20:30 (votre heure locale), prends le temps d'explorer, de découvrir et de partager les choses que tu peux faire pour rejoindre les défenseurs de la nature. Trouve tout ce dont tu as besoin sur le défi des défenseurs de la nature & son badge sur <http://earthtribe.scout.org>

Découvre l'heure pour la planète : <https://www.earthhour.org/>

Option 2:

English

Scouts, it's never been more urgent to help our planet, & we're here to support you in creating change. 🌱

One action we take each year is joining #EarthHour! Let's join the #BiggestHourForEarth on Mar 25 @ 8:30PM & use this time to learn about the Champions for Nature badge! 🐼

Head to <https://earthtribe.scout.org/> to find out more 🌍

[#Scouts](#) [#EarthTribe](#) @WWF @worldscouting @earthhourofficial



French

Scouts, il est plus urgent que jamais d'aider notre planète, & nous sommes là pour vous aider à amorcer le changement. 🌱

L'un des gestes que nous faisons chaque année est de participer à la [#EarthHour](#) ! Prenons part à la plus grande heure pour la planète jamais organisée le 25 mars à 20:30 & profiter de ce moment pour découvrir le badge des défenseurs de la nature ! 🐼

Visite <http://earthtribe.scout.org> pour en apprendre davantage 🤖
[#Scouts](#) [#EarthTribe](#) [#BiggestHourForEarth](#) @WWF @worldscouting @earthhourofficial

Option 3:

English

Did you know Scouts can get a badge from @worldscouting and @wwf? 🐼

The Champions for Nature Challenge & badge are a fun way for you to learn and practice concrete ways to protect wildlife and nature while earning one of our most unique badges! 🤖

This year, use your [#EarthHour](#) to start working towards your Champions for Nature badge. Ask your Scout Leader how you can earn yours or check out <https://earthtribe.scout.org/>.

Then, commit to join [#Scouts](#) around the world in starting your Challenge for Nature Challenge on March 25th @ 8:30PM (local time) during the [#BiggestHourForEarth](#)!

🤖 Who's in?!

P.S. If you have questions about Champions for Nature, let us know in the comments! We'll answer as many as possible.

French

Savais-tu que les Scouts peuvent gagner un badge de @worldscouting et @wwf ? 🐼

Le défi des défenseurs de la nature & son badge sont un moyen ludique d'apprendre et d'entreprendre pour protéger la vie sauvage et la nature tout en remportant l'un de nos badges les plus spéciaux ! 🤖

Cette année, profite de la [#EarthHour](#) pour commencer à mériter votre badge des défenseurs de la nature. Demande à un responsable scout comment gagner le tien ou visite <http://earthtribe.scout.org>.

Ensuite, engage-toi à rejoindre les [#Scouts](#) du monde pour entamer le défi des défenseurs de la nature le 25 mars à 20:30 (heure locale) pour la plus grande heure pour la planète jamais organisée !

🤖 Qui est partant ?!

PS : si tu as des questions sur les défenseurs de la nature, pose-les en commentaire ! Nous y répondrons autant que possible.

[#BiggestHourForEarth](#)

Option 4:

English

We're all about creating a [#BetterWorld](#). Wherever you are, whoever you are, you're invited to join us in collective action for the [#BiggestHourForEarth](#) to help protect our planet. 🌍

Let's all join Earth Hour on March 25th @ 8:30PM local time! Wondering what you could do during that time then you're in the right place. Head over to



www.earthtribe.scout.org and use this time to discover what actions you can take to complete the Champions for Nature challenge and earn a unique Panda Badge!



Ready to take more sustainable action? Join the [#EarthTribe](https://twitter.com/EarthTribe) at <http://earthtribe.scout.org> [#BiggestHourForEarth](https://twitter.com/BiggestHourForEarth) [@Scouts](https://twitter.com/Scouts) @WWF

French

Créer un [#mondemeilleur](https://twitter.com/mondemeilleur) est au cœur de notre travail. Où que tu sois, nous t'invitons à nous rejoindre lors de la plus grande heure pour la planète jamais organisée pour défendre notre planète. 🌍

Participons tous à la Earth Hour le 25 mars à 20:30 heure locale ! Si tu te demandes ce que tu peux faire pendant cette heure, tu es au bon endroit. Visite www.earthtribe.scout.org et profite de ce temps pour découvrir ce que tu peux faire pour relever le défi des défenseurs de la nature et obtenir le superbe badge panda !



Prêt à entreprendre des projets durables ? Rejoins la [#Tribudelaterre](https://twitter.com/Tribudelaterre) sur <http://earthtribe.scout.org> [#BetterWorld](https://twitter.com/BetterWorld) [#BiggestHourForEarth](https://twitter.com/BiggestHourForEarth) [@Scouts](https://twitter.com/Scouts) [#EarthTribe](https://twitter.com/EarthTribe) @WWF

Share Your Story

We'd love to read, see and watch your stories on how you celebrate #EarthHour this year.

- Post your written stories photos and videos on social media using the hashtags #EarthHour, #MyEarthHour, #BiggestHourForEarth, #ScoutingInAfrica, #Scouts and we'll be able to track them.
- You can also share with us high resolution photos and videos on this Dropbox Folder:

<https://www.dropbox.com/scl/fo/j5ogI5qxpar4dav188abu/h?dl=0&rlkey=tqo3grsbaebobvg6r76tthch2>. Be sure to obtain permission from the people captured through these release forms for [Individuals](#) or [crowds at events](#).

CONTACT INFORMATION

For any further queries please reach out to the following:

Nelson Opany,
Senior Manager, Communications and Partnerships,
World Scout Bureau Africa Support Centre, Nairobi, Kenya.
Email: nopany@scout.org | Website: <https://scout.org>

Deborah Weber
Earth Hour Coordinator, Africa
WWF International, Johannesburg, South Africa
E-Mail: dweber@wwfint.org | Website: <https://africa.panda.org>

