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EARTH HOUR FREQUENTLY ASKED QUESTIONS

1. What is Earth Hour?

Earth Hour is an international lights out event that is happening on Saturday, March 29 at 8p.m. The goal is to get as many individuals and businesses as possible to turn off their lights for one hour at 8 p.m. to raise awareness about climate change and to reduce greenhouse gas emissions.

2. How will Earth Hour help?

Earth Hour shows that, together, our small actions can make a big difference to climate change. If people turn off their lights for one hour on March 29, they will see how easy it is to make changes to their everyday behaviour to reduce their greenhouse gas emissions and help fight climate change.

WWF-Canada has also launched a new online campaign called *The Good Life*, which allows people to track how many emissions they have saved by taking actions in their life. An individual can then compare their emissions savings to everyone in the province or to everyone in Canada.

3. Who are the Earth Hour partners?

To help make Earth Hour a success WWF-Canada has partnered with the Toronto Star, City of Toronto and Virgin Mobile.

4. Why should I participate?

Climate change is the biggest environmental threat to our planet and the number one concern for Canadians. We are already seeing its impact. Participating in Earth Hour is a simple way to show that you want to be a part of the solution and sends a powerful message to others that together we can make a difference.

5. When and where did Earth Hour begin?

Earth Hour has grown from a single event in Sydney, Australia in 2007 to a global phenomenon that will occur across six continents and as many as 20 cities in 2008.

6. What is happening for Earth Hour in Toronto?

Toronto will be the lead city in Canada to commemorate Earth Hour 2008. The goal is to get a minimum of one million Torontonians to participate, showing the world that Canadians are taking action to fight climate change, one of the most critical issues facing our world today.



www.wwf.ca/EarthHour

We are encouraging individuals to celebrate Earth Hour in any way they would like – have a candle-light dinner with friends, visit a restaurant or bar participating in Earth Hour, tour your neighbourhood and see it in a whole new light! If you are having an Earth Hour event please tell us about it at EarthHour@wwfcanada.org.

7. How will you measure success?

To measure participation we will look at how many people signed up online, as well as complete post-event polling to determine total participation in the GTA. Toronto Hydro will measure the impact on the electrical grid.

Households and businesses can also measure usage by comparing energy bills. The amount paid in dollars is one indication and another is by noting the average daily usage in kilowatt hours (kWh), which appears on energy bills.

Visually we can also measure success by observing lights go out simultaneously on March 29 at 8 p.m.

8. Who can participate and how?

Everyone is encouraged to participate – individuals, businesses, schools, and organizations. All you have to do is:

- Sign-up online at wwf.ca/EarthHour
- Turn off your lights for Earth Hour on March 29 at 8 p.m.
- And help us make the event a success by telling your family, friends and co-workers
- People can also download materials, like posters, screensavers, etc on the website.

9. What does Earth Hour mean for our business?

Earth Hour is not about telling companies how to conduct business. Rather it is about individual action and an opportunity for businesses to help reduce energy usage within their communities.

We are encouraging businesses to turn off their exterior lights, including signs, as well as internal lights (excluding lighting for safety), and to ask their employees and customers to participate as well.

How can schools participate?

Schools can register online and we encourage all schools to hold symbolic Earth Hour events in classrooms on Friday, March 28 – the day before Earth Hour. There are downloadable materials available online to help celebrate.

10. Who has committed to participating in Earth Hour in Toronto?

Hundreds of businesses and thousands of people throughout the country have already registered their commitment at www.wwf.ca/EarthHour. These numbers grow everyday. Registration is free and helps WWF better determine how many Canadians have committed to reducing their ecological footprint on March 29.

11. How many people took part in Earth Hour last year?

More than two million Sydney residents participated and more than 2,000 businesses, which resulted in a 10.2 per cent energy drop. This was double the anticipated energy savings and represents a reduction of 24.86 tonnes of carbon dioxide, which is the equivalent of taking 48,613 cars off the road for an hour.



[wwf.ca/EarthHour](http://www.wwf.ca/EarthHour)

12. Will this become an annual event?

Yes, but the cities participating may change. Solving the problem of climate change requires a long-term commitment. The plan is to make Earth Hour a part of each year so we can engage more and more people around the world in the process of reducing greenhouse gas emissions.

13. How does turning off the lights for one hour help the planet?

Turning off the lights for Earth Hour, along with millions of other people and businesses around the world, sends a signal of concern about the state of the planet and your commitment to action to stop global warming. Also, this global action will significantly reduce greenhouse gas emissions around the world, which is a first important step towards preserving our ecological environment and impacting climate change.

Lighting uses about 5 to 15% of electricity in the residential sector and over one third (approximately 37%) of electricity in offices. By eliminating inefficient lighting, consumers and businesses could save millions of dollars while drastically reducing greenhouse gas emissions.

14. Will I be obligated to turn out my lights in this fashion every day?

Our goal is to have Earth Hour be your platform for future energy conservation, however we understand that it is simply a 60-minute contribution on March 29 at 8 p.m. and can only encourage our participants to continue on the path to reducing greenhouse gas emissions. Our hope is that Earth Hour will inspire its participants to take future actions towards climate change.

To help support your continued efforts, WWF-Canada has created *The Good Life* – a fun and interactive online community for concerned Canadians who want to stop talking about climate change and start taking action. Registrants on the site can access tips, information, and even track their personal reduction in CO₂ over the long term. For more information on what you can do after Earth Hour, visit <http://www.thegoodlife.wwf.ca/>

15. Is switching off the lights dangerous?

No. It is no different than switching off your lights each night and then switching them back each day.

16. Will there be a power surge if everyone turns on the lights at the same time?

No, participating in Earth Hour will not result in a power surge. Residences and businesses turning on and off their lights is a simple function that the City's grid manages on a daily basis. For a typical Saturday in March, on a Saturday night between the hours of 8 - 9 p.m., the city's load is already reduced drastically. During this time, the system has an ample supply of power and is designed to handle fluctuations in electricity use. A power outage affects the system differently – that is why it's important to unplug or turn off all appliances to avoid possible damage when power is restored to give the system time to stabilize, before turning everything back on.

17. Are there public safety concerns with Earth Hour?

We are only asking people to turn off non-essential lights for Earth Hour – no lights that affect public safety will or should be turned off. All emergency services are also aware that Earth Hour is happening.

18. Will street lights remain on?

Yes. Earth Hour is to be celebrated in a safe and secure environment. Streetlights or lights in public spaces, hospitals and emergency services will remain on. Traffic conditions will remain unchanged as well. Only non-essential lighting will be switched off during Earth Hour.

19. How many greenhouse gas emissions will be saved?

Toronto Hydro will be measuring the energy saved during Earth Hour. That number will determine how many greenhouse gas emissions were saved. That information will be available through the media and at www.wwf.ca/EarthHour after the event.

20. Are a lot of resources being used to promote this event?

Earth Hour is a carbon neutral event. We are taking all the appropriate steps to ensure we leave as little impact as possible. Our goal is to turn out as many non-essential lights as possible and use only sustainable power where possible.

21. How can I find out more?

Visit wwf.ca/EarthHour.