

SGT

(Singapore time)



Country has crowdfunding project



Country has crowdsourcing project

29 Mar

2:30 pm

SAMOA

The team in Samoa has organised many small-scale events, encouraging the communities to join the 'switch off' at village level.

2:30 pm

ANTARCTICA



UAE's Earth Hour Youth Ambassador Samia Al Mudhareb, a 17 year-old student from Dubai, is the first Emirati to accompany environmental leader Robert Swan on a voyage to Antarctica. The Youth Ambassador Programme is specifically focused on transforming young people into a new generation of climate leaders. Young people are selected from applications from around the world to participate. "By making simple, sustainable changes today, we can make a huge and long

lasting change for tomorrow. You'll be just one of many making a small change that adds up to a brighter future for our planet. Make the switch to energy efficient lighting today", says Samia Al Mudhareb.

3:30 pm

MARSHALL ISLANDS

3:30 pm

NEW ZEALAND



Raising awareness for Climate Change and Environment Protection is on top of the agenda for the Earth Hour team in New Zealand. This year, some of New Zealand's most famous buildings will be switching out their lights, celebrated with community events all over the islands.

4:30 pm

FIJI



This year WWF in Fiji will be crowdfunding on Earth Hour Blue for the Great See Reef. The goal of the Earth Hour campaign is to transform the current lifestyle of the people on Mali and Nacula island by providing access to sustainable alternative methods of waste management and farming. On the night, the team in Fiji has helped to organized Earth Hour Fundraising Dinner hosted by Fiji's EH Ambassador, the President of Fiji, Ratu Epeli Nailatikau at a really nice venue (Novotel Entertainment Centre, right by the sea)The dinner will have prominent guests such as the Prime Minister, ambassadors from the regional countries, local celebs, staff, media, corporate organisations and community representatives. Entertainment is being provided by a very popular Jazz/Blues Band - Ken Jensen and the Hearts. The team has also organized an auction to help meet the fundraising targets. Some of the items include: Accommodation and meals at a resorts (such as Sofitel, Uprising Eco-Beach Resort) or Island Cruises throughout the Fiji Islands.

4:30 pm

SOLOMON ISLANDS



Beyond the hour, WWF-Australia continues their efforts to save the Great Barrier Reef with crowdsourcing and crowdfunding projects on the Earth Hour Blue platform. Earth Hour Australia has launched a report, 'Lights Out for the Reef,' that highlights the latest scientific findings about climate change impacts on the Great Barrier Reef. The report confirms that urgent action to cut carbon pollution is needed for the sake of the reef's survival. To support this important project – from anywhere in the world – you can go on the Earth Hour Blue platform is to give support via a quick social post to Instagram using the hash-tag [#IHeartTheReef](#) to show your love for protecting this natural wonder.

During Earth Hour on March 29, the new documentary "Lights Out for the Reef" will be shown all over the country, including some famous and inspiring locations in Sydney, Townsville, Perth, Melbourne, Darwin, Adelaide and Canberra. Other activities include a 10,000 candle installation on the lawns of Parliament House in Canberra spelling out "Lights Out for the Reef" and a candle activation at Manly Beach with 2,000 people.

Another important goal for this year: Making climate change a top three priority for Australians in 2016!

5:30 pm

GUAM

5:30 pm

PAPUA NEW GUINEA

5:30 pm

NEW CALEDONIA

This year's Earth Hour in New Caledonia will mainly be celebrated in Noumea, and WWF will be leading the event on the main central place: Coconut square. While waiting for the dark hour, people could listen to some nice music and learn about innovating tools to reduce New Caledonia carbon footprint thanks to some exhibition stands, as follows: Energ'eco, a project that offers the opportunity to receive an alert text message when power consumption peaks, so anyone could immediately lower it; different sustainable energy options available in New Caledonia will be presented and illustrated by 3D modelling; a local association will present, promote and defend bike use in town; a famous local artist will be on stand and signed his bioclimatic comic book. Noumea's mairie will share its new sustainable development plan; Caledo'clean, an young and dynamic caledonian association, will keep passing on their main hobbyhorse: recycling reduces energy waste; SCO, the local bird conservation NGO, will demonstrate how light pollution dramatically affects sea birds, and what to do to avoid and reduce it. All lights around the main square (and also other numerous places within Noumea) will be turned off at 20.30 pm local time; a lightened flash-mob will then begin, followed by an improvisation show on global warming.



5:30 pm

NORTHERN MARIANA ISLANDS



minute of silence to pray for the victims of the Great Eastern Japan Earthquake of March 2011.

The Intergovernmental Panel on Climate Change (IPCC) is the leading international body for the assessment of climate change. It was established by the United Nations Environment Programme (UNEP) and the World Meteorological Organization (WMO) in 1988 to provide the world with a clear scientific view on the current state of knowledge in climate change and its potential environmental and socio-economic impacts. In the same year, the UN General Assembly endorsed the action by WMO and UNEP in jointly establishing the IPCC.

As the Intergovernmental Panel on Climate Change (IPCC) will release its Working Group II report in Yokohama at end of this March, the Earth Hour team in Japan will use the opportunity of increased media awareness to increase the number of communities, companies and individual getting involved at the actual Earth Hour events. This year's main event will be held in the Unga Park in Yokohama. The park is just minutes away from where the IPCC WGII meeting is held.

Using the Spider-Man message that everyone can be a Super Hero for the planet, the Earth Hour team has set up for a big countdown event with many exciting activities, including an ornament workshops by the Tokyo College of Communication, Art & Design. Other fringe activities include a candle light textile, "The Egg of Earth"— a big egg shaped installation filled with luminous disco balls created by a group of artists called The Mirrorbowlers, where participants need to pedal in order to generate electricity. The organizers and everyone attending will also take a

7:30 pm

SOUTH KOREA



With the screening of a video on South Korea's Earth Hour history, the countdown event will start at 7:30 pm at the Gwanghwamun Square in Seoul. Major highlights at the event are various musical acts, including a special 60+ piano performance. At the same time, many Korean cities will switch off the lights in their city centres. Other events include over 50 Umbrellas for Eco

message, Water Pixel, luminous paint with recycling, a green film and an energy concert

8:30 pm

CHINA

This year, the team behind GPP and WWF China are using the power of the crowd to collect funds through Earth Hour Blue to build 100 energy efficient stoves for people in a local village that neighbors the Giant Panda habitat. The 100 stoves will save more than 14 hectares of forest in the Giant Panda conservation area. In addition to the Earth Hour Blue project, the WWF China team has another mission: The Quest for Blue Sky. The new 'Earth Hour China The Blue Sky' programme is aimed to solicit the public for creative ideas or effective actions of urban air pollution and the heavy smog solutions, and then bring back the blue sky to the city. Topics for proposals must support the idea of energy conservation, clean energy, green transportation, sewage control, joint prevention, ecological protection.

The Blue Sky Project hopes to advocate restoration of blue skies in Beijing. Earth Hour will be celebrated the whole day throughout 29 March with interactive 'Blue Sky' games and workshops in the day and the symbolic light-out event at night. Celebrities and government officials are also expected to attend. Several small-scale events will be hosted in so-called filed office cities such as Chengdu and Wuhan.





It's running time in Taiwan: More than 1,500 participants will be joining a unique 4-km night run along the Love River in Kaohsiung. Given the dress code is "Earth Species", participants are encouraged to use their creativity to create flora or fauna costumes for the run. Earth Hour Taiwan aims to promote awareness on the co-relation between the Climate Change and Habitats Conservation at this event.



The team in Taiwan also expects runners coming in Spider-Man costumes.

In addition to Earth Hour, the Society of Wilderness in Taiwan (SOW) also did a survey to understand the public's cognition on the relationship between climate change and habitat conservation. With more than 2000 Taiwanese's participation, this survey gives us a clearer idea on designing the environmental education courses in the future. The ultimately goal is to make the influence on government's climate change related policies.



This year, WWF-Hong Kong decided to use “responsible and sustainable living” as the theme for Earth Hour in Hong Kong. The goal of this theme is to unite all sectors of the city in the effort to reduce Hong Kong’s Ecological Footprint by establishing sustainable and responsible patterns of consumption – i.e. consuming less and consuming wisely. We created the slogan “I Give Up”, which is underpinned by the question “What can we give up today for a better tomorrow?”

Looking beyond the “lights out” action of Earth Hour itself, WWF-Hong Kong will be running our One Earth Mission for four weeks after 29 March. We will partner with four Hong Kong NGOs – Food Angel, Redress, FSC, and the Girl Guides – to challenge Hong Kongers to start acting sustainably in four areas, namely: Eating, Apparel, Lifestyle and Travelling.

In the lead-up to Earth Hour, a “Craft Our Future” exhibition was held in one of the city’s most popular areas, with a 2.15 metre tall paper panda as its central attraction. We also utilized all available promotional channels – in both traditional and social media – to



advertise Earth Hour and present full coverage of the lead-up to it. School talks and street promotions helped to spread the message to students and the general public.

At 8:30pm on the 29th, with the full support of the government and an impressive level of response from the public and the business sector, the shining “Pearl of the Orient” is expected to dim, as the skyline of Victoria Harbour goes dark. A countdown celebration will be held, with a number of local celebrity ambassadors in attendance, including Kay Tse, Mariam Yeung and Kandy Wong.



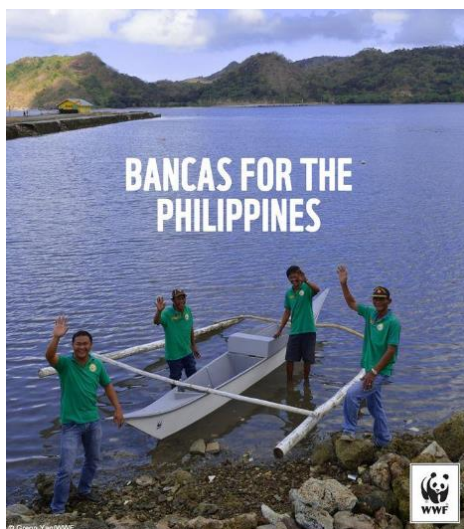
8:30 pm

MACAU

Conrad Macau has initiated regular Earth Hours once a month and has encouraged other hotel in Macau to follow their example. So far, 30 hotel have come on board to join the monthly switch-off campaign. On the famous Strip in Macau, screens and other artwork are promoting this year's global movement

8:30 pm

PHILIPPINES



The Philippines is one of Earth Hour's staunchest supporters. Since 2009, it has topped town and city participation levels to earn the title *Earth Hour Hero* Country. This year, individuals, corporations, and local government units from all over the country have again pledged to switch-off their lights to symbolize their stand against climate change. Organizers from WWF-Philippines encourage supporters to celebrate the switch-off at home with their families or in establishments with lights-out events to serve as a reminder that each person can do their part in protecting our living planet. Official

Earth Hour representatives and celebrity supporters shall be deployed in select switch-off sites, namely Eastwood Mall Open Park and SM Mall of Asia's by the Bay area. Over 60 malls and establishments all over the Philippines have committed to switch-off their lights for Earth Hour. The Department of Interior and Local Government has issued a memorandum to 143 cities and 1,491 municipalities in the Philippines encouraging them to switch-off their lights for Earth Hour on March 29. Corporations like Starbucks, Pink Berry, and Golden Spoon have supported Earth Hour via posting of promotional materials in their stores. Media partners like ABS-CBN, Focus Media, Globaltronics, QCreatives, and the National Geographic Channel have committed to providing millions of pesos worth of free ad space to promote Earth Hour.



WWF-Philippines' Earth Hour Blue crowdfunding project – *Bancas for the Philippines* aims to help fishermen affected by Typhoon Haiyan get back on their feet by helping them build their own fiberglass boats. More than 146,000 fishermen still need assistance after Typhoon Haiyan. Then new fiberglass boats are lightweight, strong crafts and will help strengthen the resilience of coastal communities in the Philippines – the third most vulnerable nation to climate change. On the night, there will be several events with a Spider-Man theme.

SINGAPORE

Singapore is the global home of Earth Hour. Together with WWF Singapore Earth Hour Global will be hosting the director, producers, and cast of The Amazing Spider-Man 2 at the global flagship event for Earth Hour 2014, to be held at The Float@Marina Bay on Saturday March 29 at 8:30PM. Andrew Garfield, Emma Stone, Jamie Foxx and director Marc Webb will be on hand to help to switch off the lights across Singapore's signature Marina Bay skyline, sending a message from Singapore to the world for anyone to be a Super Hero for the planet. This year WWF-Singapore is urging people across the island to be superheroes for the planet by making simple changes related to 4 key actions: raising air conditioner temperatures by one degree Celsius, switching to LED lights, reducing the consumption of plastic bags and taking shorter showers. Participants are urged to use a digital pledge platform to make the change, further building a community of Singaporeans committed to going beyond the hour.

WWF-Singapore is also joining the Blue revolution on Earth Hour Blue through their crowdfunding campaign "Stop The Killing" aiming to expose and end the illegal sale of target wildlife species within Singapore. On top of that, WWF Singapore is also crowdsourcing pledges from individuals and organisations for local sustainability actions such as raising air conditioner temperatures by one degree Celsius, switching to LED lights and reducing the consumption of plastic bags. The pledges can be made at earthhour.wwf.sg.



8:30 pm

MALAYSIA



For Earth Hour 2014, WWF-Malaysia is taking a leap forward by working with five major City Councils in the country for various green city living pledges. To engage as many people as possible to show their support for environmentally sustainable action through Earth Hour, WWF-Malaysia is working with the northern state of Penang, the central capital of Kuala Lumpur, Johor Bahru in the south, as well as the cities of Kuching and Kota Kinabalu in Borneo.

As part of the Cleaner Greener Penang initiative, the Penang City Council will plant 60 trees of four types of endangered species at the Queensbay Interchange if 60 commercial buildings in Penang participate in Earth Hour. If there are more than 300 participants for the Earth Hour night walk, and more than 500 cyclists for the night ride, the Johor State Government pledges to reduce 5% of its energy usage by Earth Hour 2015.

Further green pledges will be announced during ground events in Kota Kinabalu, Kuching and Kuala Lumpur, where the iconic KLCC Twin Towers and KL Tower will be switching off non-essential lights during Earth Hour.

8:30 pm

MONGOLIA

This year WWF-Mongolia celebrating Earth Hour using mass media and working with students. So far students sharing information about Earth Hour through social media and organizing workshops on climate change. Besides, WWF-Mongolia is publishing articles about climate change in daily newspapers for good understanding. On the night, major Mongolian TV channels will cover programmes on climate change.

8:30 pm

BRUNEI

Brunei will be going back to where Earth Hour was started. Landmark Kampung Ayer Cultural, and Tourism will be leading this year switch off, followed by Brunei Royal Wharf (back when we were started in 2010 it was called Brunei Waterfront), Kompleks Yayasan Sultan Haji Hassanal Bolkiah, followed by Sultan Omar Ali Saifuddien Mosque. The participants will be running and cycling from the last year landmark Hassanal Bolkiah National Stadium, a 8km stretch to our main event at Kompleks Yayasan Sultan Haji Hassanal Bolkiah. The theme is be a Hero Within You. Our call for action is basically to push for Energy, Efficiency, and Conservation. The team in Brunei is collaborating with relevant Government departments, organisations, and communities to engage the relevant parties, as well as giving awareness to schools, and communities. They want everybody to find a Hero within them by doing what is right, even though mentally it is a long run. If the can push themselves for 8km run, then they can push their mentally for a good change.

THAILAND

Earth Hour 2014 in Thailand has aligned with global message on “Use Your Power” within “Green Space” as a voice from public. Key Objective will be raise public awareness of environmental issue in Thailand and the region. At the event, Bangkok Metropolitan Administration (BMA) will present a concept of green policy of Bangkok. Foundation for Environmental Education for Sustainable Development (FEED) has been undertaking Low Carbon School Network to expanding natural education program with 30 schools in Bangkok and 10 schools in Pathumthani and totally 67 schools from 2012 and also Low Carbon City program with BMA to initiate green building and low carbon societies in Bangkok. For WWF Thailand will be promoting Earth Hour City Challenge from 3 cities in Thailand. This program will further the concept of use your power.



WWF Thailand has been cooperating with many key partners since they organized their first Earth Hour in 2008. BMA was always one of the key partners. This year there are 130 multi-sectors will participate one way or another to the Earth Hour event. Three celebrities, Prach Poramin, Arpa Pawilai who are actress from TV 7 channel in Thailand and Guy Ratchanon Suprakrob convey and inspire people to share ideas for green space and encourage peoples of Thailand together turn the light off on 29 March, 20:30 pm. The team also created an online tool at facebook.com/earthhourthai to bring in people to share green space ideas and photos.

On the night, the event will be launched on March 29 at 20.30-21.30 2014 at Central Plaza Rama 9 for celebrate Earth Hour and we will be getting cooperation from 130 multi sectors, government, private sector, NGOs, media, state enterprise and also the Electricity Generated authority of Thailand will be summarized the electricity around in Bangkok and Thailand. Landmarks Switch off: Grand Palace, Wat SuTad, Wat Arun Buddhist temple and Rama IV bridge, Ancient Giant Swing.



Sony Pictures in Thailand will support Spider-Man Cosplay at night event and they will distribute the press release to media, entertainment section, content will include both Earth Hour event in Singapore and Thailand. And Managing Director will be joining the photo session and support by distributing press release of this event as well.

9:30 pm

CAMBODIA



An open-to-public Earth Hour event is being led by student alumni group FUSAAC, in collaboration with WWF and supported by the Institute of Foreign Languages (IFL). The event reaches out to youths to participate in a celebration that will see a line-up of edutainment activities during a symbolic lights-out at the IFL, including acts by local artists and performers, and games and role-playing to spur meaningful discussions amongst youths on what they want to achieve for a better planet. The team in Cambodia is also running a petition,

asking for the Prime Minister of Cambodia to work towards consensus at the upcoming regional summit of state leaders (Mekong Rivers Commission meeting on 4th April) that is meant to discuss the Don Sahong Dam.

9:30 pm

VIETNAM

In Hanoi 6,000 people will take part in the Earth Hour event at Royal City Square. Aside from the regular Earth Hour concert, there will be a flea market selling recycled products, Earth Hour t-shirt exhibition, mangrove tree exhibition and an awards presentation ceremony for Vietnam's crowdsourcing project t-shirt design competition. At the same time, there will also be a 500-persons flashmob dance themed "the happy tree dance". Celebrities and volunteers will be marking the 3,000 trees that will be grown using crowdfunding in Thua Thien Hue.



9:30 pm

LAOS

9:30 pm

INDONESIA

100% Indonesia – Earth Hour Indonesia has become a massive, year-round movement on an unprecedented scale. More than 31 cities across the country have dedicated teams working on local issues in their cities across Sumatra, Java, Kalimantan, Sulawesi and Nusa Tenggara. “Ini Aksiku! Mana Aksimu?” remains the main call to action for people and this year their building on the theme of 100% Indonesia - every participating city must bring their own local flavour to activities across the country. The youth led initiatives uses creative mediums of film, video, performance, social media, and public gathering events to promote environmental actions of saving electricity, reduction in use of plastic, using less paper and tissue, planting more trees and using public transportation.

Just after the launch of Earth Hour Blue, 26 cities joined Car Free Days or public gathering to collect plastic and trash. Using social media to coordinate and report on the activities of the day, Earth Hour Indonesia calculated more than 500 kg of plastic and trash was collected by teams across the country, which shows the power of Earth Hour Champion teams to mobilise together to make a difference to the cities and country they live in.

Marc Webb, director of The Amazing Spider-Man 2 is also personally supporting WWF-Indonesia's 'Power Up A Ranger' Earth Hour Blue project which aims to raise funds for Rangers protecting forests and wildlife in Sumatra and Borneo..



10:00 pm

MYANMAR

Future Kidz International School in Yangon, Myanmar, will this year participate again in the global Earth Hour. 20 Students from the high school will visit the Moyingyi Wetland Bird Lands and spend the actual hour watching the stars. The Earth Hour poster are printed and distributed in libraries and other public places to help raise awareness. The younger students (9-14 yrs.) will come to school for a quiz on world-wide preservation activities that will include questions about endangered forests, wild-life, reefs, etc., and are all based on some studies they have done prior to this.

10:30 pm

BHUTAN

Bhutan will be celebrating this year's Earth Hour in the capital Thimphu. Students will organise performances and speeches, as well as a performance by local singers. In addition, the team in Bhutan will show short movies about challenges and opportunities when trying to live environmentally conscious.

10:30 pm

BANGLADESH

The small team in Bangladesh is organizing regular street cleaning projects, trash-can setting up events, and other non-profit works every month. This year, Sanjana Rahman, who is the main organizer for Bangladesh, is also working on making people aware of Earth Hour, and having families switch off lights, fans, air conditioners and such at local time 8:30 pm for an hour. To further encourage this, Sanjana has selected a field in Dhaka, Bangladesh, where people will gather at Earth Hour in order to light candles and fly sky lanterns to raise their voices and show that they are participating in building a better planet, a more sustainable future.

10:30 pm

KAZAKHSTAN



17 million seedlings! More than 100 hectares of land in Kazakhstan will soon be decorated with newly planted trees. This inspiring project is collaboration between the "Sustainable Development" Earth Fund, the Forestry Committee of the Ministry of Environment and Water Resources of the Kazakh Republic together with 50,000 volunteers who will be planting these seedlings. In one region alone, near Astana, the capital of Kazakhstan, there will be a total area of 50 hectares planted with seedlings.

The tree planting activities in 14 regions of Kazakhstan will take place at different times given the different climatic conditions. Therefore, the local foresters will determine the exact dates of planting in their respective regions. For example, planting has already begun in the South while planting will begin at a later time in the Northern and Central regions.

10:30 pm

KYRGYZSTAN

10:45 pm

NEPAL

WWF-Nepal's main Earth Hour event will be held in Kathmandu and aims to raise build support for the youth based Generation Green Campaign, targeting 500,000 people in the country to lead environmental change.

This year, WWF-Nepal also has the enlisted the help of none other than Spider-Man himself to support their Earth Hour Blue crowdfunding project, 'A Flame Called Hope'. This project supported by Andrew Garfield aims to provide clean biogas energy to villages in Nepal's Terai Arc.

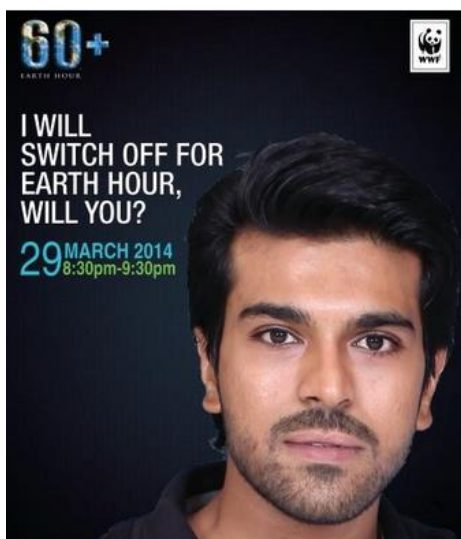
This year's Earth Hour celebrations in Nepal kick off at Swayambhunath Temple in Kathmandu featuring a live acoustic performance by folk legend 'Kutumba', sign-ups to WWF's The Generation Green campaign by as many as 1,000 youth, together with live art and a giant canvass with the theme 'Use Your Power; Build Your Living Planet!'



INDIA



Switch OFF for Earth Hour, Switch ON to Renewable Energy – WWF-India will this year raise funds for the Earth Hour Blue crowdfunding project *Lights4Stripes*, which aims to reduce human-wildlife conflict in the Sundarbans region through solar light technology. By installing 25 solar lights around the forest fringe of village in the area, they are hoping to reduce the incident rate of tiger strays to zero.



This year will also see the launch of a year-long education campaign about switching off for Earth Hour and switching on to more energy efficient practices. The program by WWF-India will be run with the support of the Central Board for Secondary Education (CBSE) and other educational bodies aims that aims to reach out to over 15,000 schools. The schools will calculate their total energy consumption between July and December, and record their practices of switching to more energy efficient products to reduce their carbon footprint. The school that makes

the biggest impact based on criteria set by WWF will be titled "Earth Hour School Champion", owing to their evident switch to more efficient energy usage.

WWF-India is also organising a "Pedal for the Planet" cyclothon in three major Indian cities to tell the world to switch off during Earth Hour 2014. Pedal for the Planet is a signature lead-up event to Earth Hour in India. From a bicycle track in the heart of Delhi, "Pedal for the Planet" has now grown to span three major Indian cities and will be held on 22 March in Delhi, 23 of March in Chennai and 29 of March in Hyderabad. On the night, key monuments across the country, including the residence of the President of India, the Rashtrapati Bhavan, will switch off for the night. There will be events across all the 6 metropolitan cities in the country: New Delhi, Hyderabad, Mumbai, Chennai, Bengaluru and Kolkata in addition to other smaller cities, towns and even villages. WWF-India is working with six celebrities across the country who are endorsing the campaign.



On top of that, WWF-India has launched an android app on Earth Hour: PRO EARTH will help users to become more energy efficient and also explore healthier and greener ways of living. PRO-EARTH helps you conserve energy by telling you when there is more than enough light around you and you could switch off unnecessary lights. It also alerts you from overcharging your phone when your phone battery is 100% charged. Two more apps will come soon as well.

11:00 pm

SRI LANKA

The team in Sri Lanka is celebrating this year's Earth Hour with two major events. The Earth Hour launch event will be held on March 22 at the Colombo Municipal with exclusive guests of honor being the Governor of the Western Province and the Mayor of Colombo. Earth Hour Sri Lanka partnered with the ministry of Environment of Western Province to organize this event to create awareness on current environment issues .



On the night, Earth Hour Sri Lanka is organising the "Power Up Earth Hour" event together with the restaurant Coco Veranda and supported by E FM Your Life Style, Colombo Taprobane , Round Table 3 & ThePapare.com. In preparation to the event, Coco Veranda is also organizing the Coco Doodle contest,

inviting their guest to doodle Earth Hour paintings on take-away cups. Here their video: <https://www.youtube.com/watch?v=xoCF5m3Ye2Q>

11:30 pm

MALDIVES



All twenty-six atolls of the Maldives will show their support by switching off their lights. The government will also encourage people to not use motorcycles during Earth Hour. In addition, the Earth Hour team in the Maldives is also putting together a new Earth Hour School Challenge.



Earth Hour 2014 is the largest Earth Hour campaign in Pakistan to date. The created the campaign slogan 'Is Saal Main Bhi,' (an Urdu phrase, which translates to 'this year, I'm in') for Earth Hour. Is Saal Main Bhi was designed to encourage people to go beyond the symbolic gesture for Earth Hour, which is switching off the lights, and to take a pledge to help the planet, recognize the

threats our planet is under and to make serious lifestyle changes. Is Saal Main Bhi consists of three competitions:

1. Is Saal Main Bhi Digital Challenge: The Digital Challenge is for the Earth Hour Facebook fans and is split into two segments: photo and video. Fans were asked to send in their pledges, along with a picture that was relevant to their pledge. The picture Challenge just concluded recently, with two people having won the contest and the prizes that were promised to the winners. The video Digital Challenge started two weeks before Earth Hour day and immediately received a large number of entries. The Digital Challenge saw a lot of engagement and excitement and the team is very satisfied with the turnout.
2. Is Saal Main Bhi University Challenge: The Is Saal Main Bhi University Challenge is a competition between various universities all over Pakistan to see which universities gets the most number of pledges. The participating universities have been presented with a flex and each university has appointed 5 student brand ambassadors each whose job it is to ensure that their university gets the most number of signs and pledges on the flex. This has not only given students an activity to participate in but has made them more aware of Earth Hour and all that it implies; the students are taking pledges to make lifestyle changes and are resolving to see them through.
3. The Is Saal Main Bhi City Challenge: A number of cities are participating in this challenge and have agreed to switch off the lights of their famous landmarks. The Challenge also incorporates a DCO (District Coordination Officer - administrative head of the district administration; duties ranging from overseeing, improving and directing the approved plans of the District Government) challenge in which the DCOs of various cities have pledged to make lifestyle changes along with switching off the lights of their offices and certain landmarks for Earth Hour. They are also helping WWF-Pakistan in spreading Earth Hour's message.

11:30 pm

UZBEKISTAN

11:30 pm

TAJIKISTAN

11:30 pm

TURKMENISTAN

12:00 am

IRAN

On of this year's major Earth Hour events in Iran will be held in the city of Isfahan: The celebration will be held in front of Khaju Bridge to raise awareness about the plight of the famous Zayanderud river which has had no continuous water flow for the past few years due to climate change and inadequate water management. In the dried out river bed, the people in Isfahan have made the biggest Earth Hour logo of around 2,800 square meter.



On March 19, there was a gathering of NGOs around the sign to announce the world that Isfahan will survive the dried out river and will continue to protect the environment. The logo will be remaining until the actual hour event on March 29. The geographic location of the sign is (32° 38' 26" N and 51° 40' 25" E), and the Iranian team and everyone involved in this year's global Earth Hour campaigns and events hopes to see it later on Google Earth. There will be also a gathering organized by the Isfahan Municipality Climbing Team close to the only large scale wind turbine with the Earth Hour logo and message. In addition, the team has organized a bicycle carnival to pass by the river on March 19, and they started an educational campaign in kindergartens and schools. The Earth Hour poster will be all over the city for the five days prior to the event, and everyone will be invited to sign a petition on the river water flow.

Due to naming the year of 2014, Earth Hour Blue by World Wildlife Fund with the aim of developing projects that are related to saving energy sources, in order to protect the earth and control the climate changes, Tehran municipality has decided beside switching off the lights of two land marks (Milad and Azadi towers) and informing the citizens for participating, reduce 10% of the energy consumption in 1,000 administrative buildings by using renewable energies and increasing energy consumption efficiency. Some of these actions includes: Using energy-efficient equipment, modifying the buildings power factor, using heat recovery solutions, providing offices with hot water and lighting by the help of renewable energies and developing the energy parks in Tehran.

30 Mar

12:30 am

ARMENIA



WWF Armenia will organise a press conference with the participation of the Ministry of Nature Protection, the Ministry of Energy and Natural Resources, Yerevan Municipality and representatives of public and private organisations in the morning of Earth Hour day in Yerevan. The press conference will cover short presentations about their involvement as well as encourage the public to switch

off the lights in their homes and offices. In the evening, Yerevan Municipality will turn off the street lights and external lights of all buildings.

12:30 am

AZERBAIJAN

This year switch off events in Azerbaijan will be held in Baku and Ganja city, with a concert and flash mob taking place before the lights go out at 8:30PM. The Earth Hour Azerbaijan team will be focusing on reforestation efforts in conjunction with this year's campaign.

12:30 am

GEORGIA



The Caucasus Environmental NGO Network (CENN) will inaugurate the special fund created for the most pressing environmental projects in Georgia, initiated by the youths. On this day, about 100 youths from regional eco-clubs will gather for a public discussion on environmental actions. In the evening, the traditional lights-off

action and candlelit performance will be held on the Round Square. This is Georgia's 6th year doing Earth Hour.

MAURITIUS

Sustainability is intricately related to the local community; the latter may serve as a powerful driver for the whole 'sustainable development' process. Earth Hour has adopted a new motto for its local actions, that of 'empowering local communities for sustainable development'.

The EH team in Mauritius has identified Cite Anoska, a suburb of the town of Curepipe to celebrate the On-the-night event for Mauritius. Cite Anoshka consists of a small community of around 800 people; the inhabitants live on very meagre means; most just beyond the poverty threshold. This community was displaced in the early 2000s prior to the construction of the Midlands Dam.

The ACM/ANPRAS (Association Civique Midland/Allied Network for Policy Actions and Research for Sustainability) team together with Earth Hour Mauritius has targeted to celebrate Earth-Hour with the children of Cite Anoshka. Some 100+ children will participate in the activity which will begin with cartoons on the environment, followed by sketches, painting competitions, songs, dances and will culminate with an 'Earth Rally' where the youth will march for the cause of Earth Hour in the dark. All these activities will have a strong 'edutainment' focus with a clear message that youth can drive change for building sustainable communities.



Initially planned for launch on the OTN, the Chamarel Community Tourism Initiative (CCTI) will be announced on 29 March at Cite Anoska. The CCTI will be part of the Mauritius Team ongoing endeavour to promote Earth Hour Blue ideals. Chamarel is a small agricultural village nestled in the mountainous south west region of Mauritius. Chamarel is one of the least developed and less populated villages in the island. The standard of living of the inhabitants is generally low. Chamarel is world-known for its picturesque Seven-Coloured earth. The region has been exploited for its natural resources but ironically local people are by far the actual beneficiaries of tourism activities in the region.

ANPRAS & the EHM team have decided to adopt the village of Chamarel for 2014. By so doing, the team will run classes, capacity-building sessions, bring in resources for real development of the village. The EHM team is doing a thorough rebranding for the region with the slogan 'Chamarel Naturel Chamarel Kiltirel'; highlighting the latter's cultural richness.

A special website for the region, www.chamareltourism.org, will be launched during the year. A team will be working extensively in the region to populate and integrate all key information on the site. At a later stage, the inhabitants will also have the opportunity to do e-commerce directly from the website.

This year, official organisers of Earth Hour, the Environment Society of Oman will host a public event at The Wave Muscat between 8.30pm and 9.30pm on March 29 to mark Earth Hour 2014. Ambassadors supporting the campaign include Oman's national football team goalkeeper Ali Al Habsi; Oman's circuit racer Ahmad Al Harthy; renowned Omani singer Salah Al Zadjali; inspirational speaker Sheikh Khalfan Al Esry, and award winning female sailors from Oman Sail: Raiya Al Habsi, Ibtisam Al Salmi and Raja Al Owaisi,

Along with art themed activities happening across the world, the organisation has launched a poster competition 'Our Earth, Our Hour' where designers will be able to compete to become the main poster icon for this year's campaign. The competition offers people the opportunity to use their imagination to express their appreciation for Oman's natural habitat.

Other Earth Hour activities taking place for Earth Hour 2014 are: Getting as many people as possible to make a promise/pledge to turn off their lights on earth hour at omanearthhour.org, a school energy saving competition where 27 schools will compete to save the most electricity as they can in the month of march, as well as getting as many iconic buildings and companies to turn off all non essential lighting during earth hour. The campaign will end with an event open to the public on Earth Hour, 29th March, 8:30 pm at the Wave Muscat



Earth Hour in Russia continues to drive big results for conservation, with the focus in 2014 aiming to support field projects for endangered animals living across Russian territory - from the Far East to the Caucasus, the Arctic to the Altai. Crowdfunding efforts are being directed to the conservation of the Snow Leopard, Tiger, Polar Bear, Bison and the Amur Leopard, which is one of the most endangered species on the planet.

Global participants in Earth Hour will be able to support WWF-Russia's crowdfunding project on Earth Hour Blue for the Amur Leopard, which aims to install better camera equipment in the untarnished Taiga environment as a way to monitor a particular family of the species. Amur Leopards live in the northernmost part of far-eastern Russia and it is estimated that there are only 48 to 50 remaining in the wild with numbers decreasing by 80 percent during 1970 to 1983. The camera equipment is deemed vital for conservation efforts of the species as a way to monitor behavioural patterns to ensure wild population numbers rise from this critical position.



This year, Russia's main Earth Hour event activities will take place in Red Square at 8:30PM local time on Saturday March 29, with the Kremlin, St. Basil's Cathedral and more than 100 buildings across the city taking part. Officials from the Presidential Administration, Ministry of Natural Resources of the Russian Federation and the Government of Moscow are expected to attend the event.

Over the past two years, WWF-Russia has successfully mobilised more than 250,000 people in their country during Earth Hour to add their voice to petitions to better protect the country's seas and protective forests. Their petition for better protection of the country's seas from oil pollution was passed in the State Duma in December 2012, and has led to a chain of WWF and Earth Hour teams across the world adopting a revolutionary approach to crowdsourcing around the event to effect change.

12:30 am

UNITED ARAB EMIRATES



#MakeTheSwitch – This year EWS-WWF UAE is encouraging people across the country to **#maketheswitch** to energy efficient lighting as a way to reduce environmental impact. With Instagram campaigns for people to share their **#EarthHourSelfie** with an energy saving bulb. This is a way to promote the UAE Lighting Standard which prevents low-quality indoor light bulbs from entering the market in the UAE.

Main switch off events will be held in Dubai and Abu Dhabi, with the Burj

Khalifa, the world's tallest building, again confirmed to power down for the celebration. The EH team is also working with Sony to incorporate Spider-Man into the events.

The Dubai Airport Authorities: have also initiated a 24 day switch off which started on 6th March. They are switching off for one hour every day leading to earth hour to get a total 24 hour savings. This new initiative will help them relook their power consumptions and see if they can take this initiative beyond earth hour at least for certain areas. Dubai Silicon Oasis, an area bustling with residential and commercial buildings, are also supporting Earth Hour. In fact they switch off for an hour every month.

Keeping with the global theme of Super Heroes for the planet, Samia Koushak was chosen as the youth ambassador for Earth Hour in the UAE and will be the first Emirati to accompany environmental leader Robert Swan on a voyage to Antarctica later in the year. "I have always been told to dream big. I want my voice to be heard and I want people to realise just how important it is to look after our planet," she says.

1:30 am

BAHRAIN

1:30 am

BELARUS

1:30 am

ETHIOPIA

The Sheraton in Addis Ababa will switch off all lights in public areas and light candles. They also show Earth Hour posters on their internal digital display system throughout the hotel and they inform and ask all guests to join this year's hour.

1:30 am

JORDAN

The Royal Society for the Conversation of Nature (RSCN) is implementing a public event aim to raise awareness about Climate Change, a candlelit march in one of the oldest streets in Jabal Amman along with environmental activities and gathering and countdown for the earth hour at the Wild Jordan Green Building.

Another public event is happening also during the earth hour, Blue Fig is organising an Unplugged performance during earth Hour, and they are switching off the lights. Al Urdonia Lil Ebda' is planning to do a video contest in the frame of Earth Hour and as a part of SHAAMS project. The video competition is targeting school students from the ages between 12 – 17 from 4 governorates, Al Karak, Al Tafileh, Madaba and Al Salt as an awareness campaign for the importance of the renewable energy and the effectiveness of their applications towards the environment. The closure event will occur in Al Karak Castle Panorama – Al Karak on Saturday 29/3/2014 at 6:00 pm as students, parents, teachers and delegations will participate in celebrating the Earth Hour where the lights of Al Karak Castle will be turned off, and candles will be lighted by everyone.



Hotels in Jordan are also celebrating earth hour, Landmark Amman Hotel & Conference Center are engaging the employees in public events along with turning off the lights during the hour and promoting the earth hour to their guests. Grand Hyatt Amman is also celebrating Earth Hour by switching off unnecessary lights and communicating earth hour message to their guests and employees.

Toledo Hotel, is going to serve the dinner over candles lights along with a movie about environment, also Express 911 an IT company created a free app for Earth Hour that creates a new Power Profile on Windows computers that is more power-friendly.

1:30 am

KURDISH REGION OF NORTHERN IRAQ



5 cities and about 30 famous locations will switch off their lights during the actual Hour. This year, the only recently opened big Hotel Millennium Sulaymaniyah will join the event by turning off their lights too. Lafarge Iraq is the main sponsor for the activities on the night.

12:30 am

SEYCHELLES

KENYA

This year, in Kenya, the Earth Hour team is asking the people to switch on renewable energy, as a safe and environment friendly way to meet Kenya's – and the world's – growing energy needs. So far, the team has partnered with Barefoot Power, which supplies renewable energy solutions to the region to switch on renewable energy when they switch off non-essential lights at Sarova Panafric in Nairobi. In addition, for the switch off, EH Kenya has partnered with one of Kenya's largest hotel chains Sarova Hotels Kenya who will be switching off non-essential lights in their hotels and switching on renewable energy. On top of that, they will be inviting high level delegates from the Kenyan government whom they want to inspire to invest more in renewable energy, particularly for those Kenyans in rural areas who have little to no access to electricity.

Over half a billion Africans are not connected to the continent's electricity grid with sub Saharan Africa alone having as little as 31,000 megawatts of electricity, which have all but hindered commercial development in the region.

In Kenya, expansion in power capacity is needed to meet demand, which is growing at a rate of 14 percent annually, according to the African Development Bank. Four out of five Kenyans are without grid power with most of these residing in remote and rural areas. Some of these remote and rural areas have an abundance of wind and sunlight, which, with a proper investment, can be tapped for energy in the long run.





Kuwait will close one of the main roads in the city for an environmental procession including eco-friendly cars and motorbikes from Marina Mall to Olympia Mall. This year's main event will be at the Olympia Mall, where the official Earth Hour videos and the groups' videos will be shown on a big screen. Environmental groups will be invited to promote eco-living so Kuwaitis can take the first step and start living green. Celebrity ambassadors will be signing a "Renew your oath with Mother Earth" which is part of Kuwait's campaign "believe me it can make a change". There will also be 4 walls that have been painted on by many different artists that depict environmental Earth Hour scenes/inspirations and where they will encourage people to sign their names, pledges and inspirational quotes.

Other activities include a workshop for children and families about recycling and understanding environmental concepts, entertainment and comedy shows.



At the end of the event, if weather conditions are stable, Kuwaiti skydiving champion Mohammed Noori Al-Rifai will jump from Olympia Mall after the encourage everyone to use their power by visiting the Earth Hour website and make a difference.

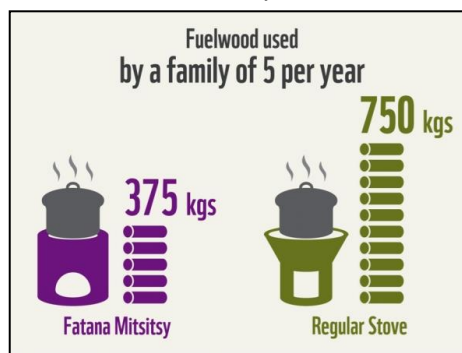
This year is also the first year that the Ministry of State for Youth Affairs, the Ministry of Electricity and Water, and the Ministry of Interior are working together with the Earth Hour team. Inspired by Earth Hour's ambassador Spider-Man, Kuwait has decided to focus on the 'Use Your Power' message. On 22nd March, famous Kuwaitis will sign on the "Use #YourPower" wall. By their power they will tell people how everyone can be a Super Hero and save the planet.



On 22nd of March the famous people in Kuwait will sign on the "use #yourpower" wall, and through their celebrity status, they hope to inspire other people to use their power to be a Super Hero and save the planet. On that day, EH Kuwait will officially launch the schedule for the 29th of March event.

MADAGASCAR

To support villagers in Toliara and tackle deforestation issues, WWF Madagascar has established the Earth Hour Blue crowdfunding project '4,000 Stoves for Madagascar'. The goal of this campaign is to raise the funds needed to make 4,000 highly efficient woodstoves available for people in Toliara, the primary city of Southwestern Madagascar. These stoves, known locally as a *Fatana Mitsitsy*, are a crucial element in a larger programme of sustainable energy access for the region, which, if successful, can be expanded across the country.



By the end of March, WWF-Madagascar will distribute 2000 Fatana Mitsitsy's – highly-efficient wood-burning stoves that reduce fuelwood consumption by 50% or more, as part of a coordinated program to combat deforestation in Southwest Madagascar. These stoves also provide considerable economic and health benefits for local villagers. This continues a program begun last year when 3100 stoves were distributed following a hurricane which devastated the area.

Deforestation, the single biggest threat to the unique biodiversity of Madagascar, is a root cause of many of the environmental and social problems Madagascar is facing, such as sustainable energy supply, soil erosion, climate change and the loss of biodiversity and habitat for unique animal species. 99% percent of the population cooks with fuelwood (charcoal or firewood) and 92% of the energy used in Madagascar every day comes from fuelwood

On the night, WWF-Madagascar is holding three major Earth Hour events in Antananarivo, Toliara and Morondava.

Note: Madagascar will be celebrating Earth Hour on Saturday March 22 as March 29 is Martyr's Day, a solemn national holiday.

QATAR

1:30 am

SAUDI ARABIA

Saudi Arabia will essentially encourage people to switch off their lights, and work with governors to switch off the lights of main buildings and streets. "This will be the fifth year Saudi Arabia participates in Earth Hour, supported by the Emir of Riyadh region, His Royal Highness Prince Khalid bin Bandar bin Abdul Aziz, and his deputy HRH Prince Turki bin Abdullah bin Abdulaziz. Earth Hour 2014 will be held in participation with the Secretariat of the Riyadh region, with the support." of HE Engineer Abdullah.

1:30 am

SUDAN

Sudan will be organizing workshops on renewable resources. One of the biggest bands in Sudan will perform. Major Sudanese TV Channels will cover the event.

1:30 am

TANZANIA



In the United Republic of Tanzania, Earth Hour 2014 shall be marked with provision of solar panels to a secondary school and a village dispensary in Nakiu Village, Kilwa District, Lindi Region. The village is operating in the Extending Coastal Forest Protected Area Subsystem in Tanzania since 2008 in Kilwa landscape and when compared to other sources of electrical energy in

Tanzania such as oil and natural gas, solar energy is a clean source of energy which does not lead to climate change.

1:30 am

UGANDA



As part of Earth Hour Blue, Jamie Foxx from *The Amazing Spider-Man 2* will support 'Light Up A Village', a clean-energy project from WWF-Uganda. Jamie is urging participants to go online and contribute funds to the 'Light Up a Village' crowdfunding project, which will provide solar-lights and energy-efficient mud stoves to families living around the Earth Hour Forest. Through the simple steps of supporting these vulnerable communities, the project aims to empower the locals to become the future-protectors of the soon to be rehabilitated-forest area. On the night, more than 20 CEOs from leading corporate companies in Uganda will

gather at the Kampala Serena Hotel for a night of networking and unveiling of new commitments towards the Earth Hour Forest.

In conjunction with the Earth Hour 2014 celebrations in Uganda, one million trees will be planted across the country by youths over the next year, with the majority earmarked to help fill the 2700 hectares of land marked out for the Earth Hour Forest initiative.

On the night, at 8.30 pm, the Kampala Serena Hotel will turn off all non-essential lights and hotel guests shall receive a special message about Earth Hour. Other activities will include Corporate tree planting exercise with the Speaker of Uganda's Parliament being the Chief Planter. Uganda's call to action is #ADDYOURSELF. This means that anyone regardless of age and gender, individuals to businesses, can take part. No action is too small to save the environment. The actions can range from planting a tree to switching to solar lights.

2:30 am

BOTSWANA

Hundreds and Hundreds of Batswana are expected to throng the popular Game City mall to observe Earth Hour in a very special way. Observed every last week of March, Earth Hour calls on everyone to unite to save the planet. Popular musicians such as Sasa Class, Dj La Tim and Ammanandos will spice up the event. Close to 1,2 million homes businesses and schools will turn off their lights for Earth Hour in Botswana. Earth Hour Ambassadors will deliver very powerful messages calling on the nation to conserve water as well as plant trees to offset carbon emissions. Botswana is one of the countries in Southern Africa hardest hit by climate change. The country is also still heavily reliant on coal to produce electricity.

2:30 am

BULGARIA

This year, Earth Hour Bulgaria aims to get people involved with a special FB campaign, called "Which endangered Bulgarian animal are you". After the results are published, people in Bulgaria can go and choose how to support the preservation of the endangered species through WWF projects. A large media campaign is supporting this and the overall Earth Hour campaign in Bulgaria.

The Arena movie theatres will have special tickets the whole week before Earth Hour, on the back of the tickets there will be an invitation to share what people do for the environment all year round by going to the Earth Hour Bulgaria website where they'll find an easy-to-fill form. The website also contains information about ongoing conservation work and how people can get involved.

On the night, more than 60 municipalities have confirmed that they will turn the lights off on key building with several of the municipalities have planned events. The number grows every day.

2:30 am

CYPRUS



12 Municipalities and 14 Governmental and Non-Governmental Organizations are supporting the Earth Hour events in Cyprus. All events are organized and coordinated Young Cyprus Greens and the Cyprus Green Party. The 12 Municipalities are: Nicosia, Yermasogia, Polis Chrysochous, Tseri, Derynia, Agios

Athanasios, Limassol, Geri, Aradippou, Agladjia, Strovolos, Athienou.

On Friday 28, 2014 they are organizing the participation of students at the Parliament of Cyprus during the works of the Committee for the Environment. Students will have the opportunity to bring the MPs in front of their responsibilities and demand for serious actions on tackling the Climate Change.

On Saturday 29, at 11am they're organizing an environmental festival with the participation of 14 different NGO's in order to present different efficient ways on energy preserving, climate protection and a green lifestyle. Main corporate sponsors for this year's Earth Hour in Cyprus are: Cyprus Telecommunications Agency, Cyprus Broadcasting Corporation, Digidestination LTD, MEGA TV.

This year in Cyprus will have the On-The-Night event at the Presidential Palace in the presence of the President of the Republic of Cyprus Mr. Nicos Anastasiades, the Commissioner for the Environment Mrs. Ioanna Panayiotou, Mayors and Counselors. The Presidential Palace will be open for everyone to participate. People will have the opportunity to write or draw their own messages about the Environment and everything will be weaved at the spot into a big banner which will decorate the gardens of the Presidential Palace. A municipal music band will be playing live music. "We are really excited uniting with the rest of the world!" says Alexia Sakadaki, Coordinator, Earth Hour in Cyprus.

2:30 am

EGYPT



The Earth Hour team in Egypt is working on governmental and corporate level. On the night, the government will help to switch off the lights at world-famous landmarks such as the Pyramids, the Sphinx and Cairo tower. They also held a major summit prior to Earth Hour to promote the use of renewable energy.

On corporate level, Mobinil is turning off lights from their non-essential functions.

This covers their headquarters in Cairo, Alexandria and Giza, as well as Link Dot Nel, an Egyptian Internet Service Provider. EH Egypt will also publish a newsflash to Mobinil and LDN employees – about 6000 persons – to spread the word about EH 2014 and why is it special this time.

This year, Egypt is also party of the the SHAAMS project by the WWF-MedPO team (Protecting the Mediterranean Environment). WWF-MedPO is working with partners and schools in Egypt, Lebanon, Jordan to organize workshops on educational activities connected to solar energy. A video competition on “solar stories” was launched, asking people to feature good stories or ideas on the use of solar energy. Prizes include solar energy kits and participation of winners to summer camps on the issue. Almost 10 cities are involved so far, from Beirut to Assiut and Amman. In Egypt the city of Assiut is highly mobilized and the teams are expecting a commitment from the city Governor on the use of solar energy by the city. Still in the context of SHAAMS, WWF-MedPO is also developing specific activities in schools in Naples and Barcelona and volunteers are supporting the WWF to create additional events to those already organized by WWF Italy and WWF Spain. The aim is to connect these schools and events through a Mediterranean platform and create a regional Earth Hour in 2015.

2:30 am

ESTONIA

2:30 am

FINLAND

This year, WWF-Finland will be rallying the support of participants across the country for the Arctic. The Arctic region is more affected by climate change than anywhere else in the world, with animals that rely on ice and snow cover to survive increasingly at risk due to the melting of the polar ice caps. Therefore, the renewable energy focus for Finland and the world has become more important than ever so a pledge to increase the amount of renewable energy in the country will begin for Earth Hour..



New Generation of Superheroes for the Planet: WWF-Finland will also launch an Earth Hour week for schools and kindergartens across the country in order to engage the educate and engage the future leaders of tomorrow about climate change and its impact on an area close to home – the Arctic. WWF-Finland will be screening *Chasing Ice* in Bio Rex, Helsinki for the event. A youth led skating event at Jääpuisto, in the centre of Helsinki City will engage everyday people in the city to sign the pledge for solar power.

2:30 am

LATVIA



This year, Latvia's central Earth Hour event will be a classical music concert in the capital city of Riga. In many other Latvian cities, street lighting will be reduced and local environmental protection organizations will hold special candlelit events accompanied by live music. In the spirit of the Earth Hour, Latvia's oldest amateur choir with traditions almost a century old - the mixed choir "Juventus" invites everyone to its annual "Spring Night Concert".

The choir will be accompanied by two generations of highly respected Latvian choir conductors and the Grammy award-winning Latvian State Chamber Orchestra "Sinfonietta Riga". The evening program will present compositions by the outstanding Latvian sacred music composers - Pēteris Vasks, Artūrs Maskats and Imants Ramiņš, as well as spiritual songs by John Tavener who passed away last year. Harmony with nature, spirituality and humanity are the values that will resonate throughout the evening in one of the best concert halls in Latvia. During Earth Hour, the Great Hall of the University of Latvia will be filled with divine music and video projections created especially for this concert. The Prime Minister of Latvia, Mrs. Laimdota Straujuma, is supporting EH and will give out a press statement on the Friday before Earth Hour day.

2:30 am

LEBANON

Lebanon will have a rooftop event educational messages on how to be part of "saving the world" through various conservation efforts and means. This year, Lebanon is also party of the the SHAAMS project by the WWF-MedPO team (Protecting the Mediterranean Environment). WWF-MedPO is working with partners and schools in Egypt, Lebanon, Jordan to organize workshops on educational activities connected to solar energy. A video competition on "solar stories" was launched, asking people to feature good stories or ideas on the use of solar energy. 10 cities are involved so far, from Beirut to Assiut and Amman. Still in the context of SHAAMS, WWF-MedPO is also developing specific activities in schools in Naples and Barcelona. The aim is to connect these schools and events through a Mediterranean platform and create a regional Earth Hour in 2015.

2:30 am

LESOTHO

Earth Hour in Lesotho has a dedicated hour on national TV from 8.30 to 9.30.

2:30 am

GREECE



The stage is set for Earth Hour in Greece, with the launch of a global petition against the construction of a new lignite (brown coal) plant known as "Ptolemaida V". The new plant could have serious impacts on the environment and people of Greece if it gets the go-ahead. WWF Greece is calling on people across the world to say no to coal, and instead invest in clean energy for the country.

The call to action for WWF-Greece's Earth Hour 2014 campaign is be "use your power for clean power", with their signature platform aiming to generate 10,000 global petitions by April 15. These will then be presented to the Greek Minister of Environment, Energy and Climate Change Giannis Maniatis, and the banks involved in financing the new coal plant.

2:30 am

MOLDOVA

2:30 am

LITHUANIA

Lithuania will be creating two light mosaic of candles, forming the globe and 60+.

2:30 am

NAMIBIA

2:30 am

PALESTINIAN TERRITORIES



Action under Difficult Conditions - In Palestine and despite the difficult political conditions and hardships, Earth Hour event will take place in Gaza, Ramallah, Jerusalem and Bethlehem. Earth Hour is organized by Earth Hour Palestine Campaign in partnership with Natuf for Environment and in cooperation with the Arab Youth

Climate Movement (AYCM), Zero Waste MENA, The Municipality of Gaza, Environmental Club at Birzeit University, Wildlife Society of Palestine and many other civil society organizations. EH Palestine will have some side events activities like Scientific Days, Environmental Drawing Competitions, Beach Cleaning Campaign, Environmental video screenings and Green Living Guide production. Landmarks that will switch off are the Church of Nativity, Municipality of Gaza Historical building and Yarmouk Stadium. Main sponsors for Earth Hour activities are Heinrich-Böll-Stiftung's Palestine/Jordan Office and the PNA National Commission for Education, Culture and Science. "We want to show the world that even we have at least 10 hours electricity cut off daily in Gaza, we will share another hour for our mother earth along with the other participated Palestinian cities. Palestinians have always shown the globe their commitment to take actions against climate change and global warming" says Ahmed Hashem, Earth Hour Country Manager in Palestine

2:30 am

ROMANIA



13 cities have this year signed up for WWF-Romania's annual Earth Hour City competition, which aims to generate innovative actions in civic society to solve local community environmental issues across the country.

Adjud, Baja Mare, Bisrita, Botosani, Braila, Bucharest, Craiova Pancio

Salonta, Satu Mare, Sighisoara and Tulcea are the cities involved, and on April 15 – two weeks after Earth Hour – the winning city will be crowned Earth Hour Champion after assessment of their activities by WWF. For the past two years, WWF-Romania has been running the Earth Hour Capital challenge to encourage more accountability and ambitious initiatives from Romanians to make their cities more sustainable. In 2012 and 2013, 22 tons of recyclable waste materials and 9 tonnes of recyclable PET respectively were diverted from landfills through the challenge. To encourage and reward these important lifestyle changes participants are adopting through Earth Hour, WWF- Romania has launched a contest where one household will win solar panels through this year's campaign.

2:30 am

MOZAMBIQUE

2:30 am

RWANDA



Rwanda Youth Alliance for Climate Actions (#YACA) will be organising a mini concert in Kigali to raise awareness for energy saving and use of solar-powered technology, followed by a mini-conference and networking cocktail. Miss Rwanda 2014 will grace the event as the EH ambassador.

2:30 am

SOUTH AFRICA



Mobilising individual, celebrity, corporate and conservation partner support, South Africa's theme this year is 'How do you honour the Earth?' They have created an online platform calling on everyone to make their promise to the Earth at www.earthhour.org.za.

South Africa will also be activating the use of screens around the country to display their promise platform as well as encouraging networking partners to make their promise, celebrate the

symbolic switch off and help spread the word about lasting positive change.

The V&A Waterfront in Cape Town will be hosting a big switch off event this year featuring the Cape Philharmonic Orchestra and WWF-South Africa's CEO Dr Morne du Plessis will award the City of Cape Town for being the Earth Hour Capital of South Africa. There are also various other celebrations around the country, including a Guinness World Record attempt to have the most people blowing out candles. All celebrations here: www.earthhour.org.za/celebrate

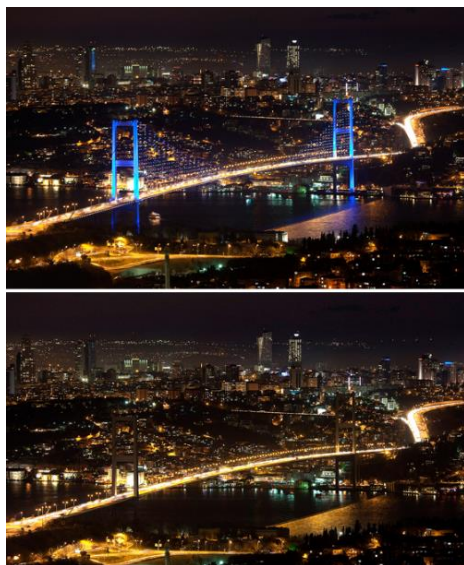
WWF South Africa is also using the new Earth Hour Blue with their project 'Restore The Roodeberg' they hope to raise \$100,000 to secure this critical conservation area to officially become part of the iconic and world famous Table Mountain National Park. There will be an Earth Hour event in the Roodeberg on 29 March involving lots of children dressed up in Spiderman outfits. In addition, celebrities and major media partners will be calling on individuals to become super heroes for the planet by pledging their support to help us expand the Table Mountain National Park by making a donation via the crowdfunding platform. 'The Amazing Spider Man 2' releases in SA towards the end of April and the team is planning engagement events and initiatives for the month of April as a 'beyond the hour' focus to honour the Earth.

2:30 am

SWAZILAND

2:30 am

TURKEY



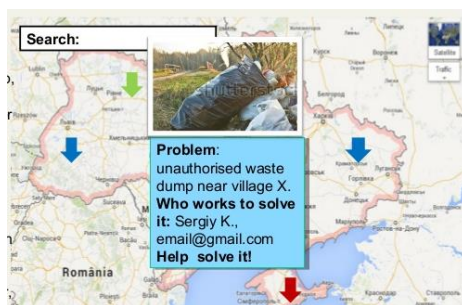
This year's Earth Hour theme in Turkey is "Show Your Love to the Earth" / "Do Something Good for the World". The EH website is full of missions that will be selected and completed by the visitors. They will prove it by taking a picture of it and uploading it to the site. The missions will be given by Turkish celebrities. Footages of celebrities are being shot these days and will be uploaded to youtube soon.

On the night, the Bosphorus bridges are going to turn off the lights again, as well as Dolmabahce Palace and Clock Tower, Topkapi Palace, Hagia Sophia, Galata Tower, Beylerbeyi Palace, Kucuk Su

Palace, Ihlamur Palace will join us again. In addition the EH team in Turkey has also gotten in touch with the directorate of religious affairs who will try to switch off six mosques including Sultan Ahmet Mosque (Blue Mosque) and Suleymaniye Mosque.

2:30 am

UKRAINE



In the Ukraine, the biggest Earth Hour campaign to date for the country aims to unite citizens in a positive way through a digital mapping project called Eco Map. The platform also aims to educate citizens on the ways in which they can influence and ensure accountability of governments on environmental issues.



"Every day we see trash in parks, illegal logging, buildings encroaching to protected areas and other environmental problems. Each one of us has the opportunity to influence the situation, but only if we join forces and use our power. The more people and organisations that connect, the more chance we'll be able to solve these issues," says Aleksandria Kovbasko, Earth Hour coordinator in the Ukraine.

Note: Due to the unstable political situation in the country, Ukraine will not have a big on-the-night event.

2:30 am

ZAMBIA

2:30 am

ZIMBABWE

3:30 am

ALBANIA



The municipality of Tirana will switch off lights in the Albanian Capitol landmarks, the Watch Tower, the University of Tirana, the Opera House. Students and volunteers will perform some dances in Scanderbeg square of Tirana and try to create with flowers the frame 60 +. Banners will be displayed on the main building in Tirana Center. 8 celebrity

ambassadors have committed to support Earth Hour. Social media and media work will support the event.

3:30 am

AUSTRIA



WWF Austria obtained again full support from The Federal President, the Federal Chancellor, from the ministers of the Environment, Economy and Foreign Affairs. All mayors of all provincial capitals will switch off the lights of the most famous sights of Austria, e.g. the castle and old town of Salzburg or the castles of Schönbrunn and Belvedere and the neo-gothic city hall in Vienna. Numerous celebrities will support the Earth Hour such as two Miss Earths (Sandra seidl and Katia Wagner). On the EH evening several events will take place across Austria such as a fire walk in the Tyrol or a drum circle with young people and Spiderman figures in cooperation

with Sony Pictures in front of the Imperial Castle of Schönbrunn.

3:30 am

ANDORRA

The team in Andorra has organized that the light at the Parliament seat will be switched off during this year's Earth Hour. The so called Casa de la Vall is the most important Andorran civil monument.

3:30 am

BELGIUM



"THESE ARTISTS WILL PLAY: 40 BANDS - 40 LIVINGROOMS" is the title of an awesome competition launched by WWF-Belgium that will see 40 bands – including the likes of *Suarez*, *Hush Hush* and *Alek et les Japonaises*, play in the living rooms of 40 Earth Hour Super Heroes across Belgium on March 29. Anyone who registers their own Earth Hour party could see one of 40 bands turn up to their doorstep to play a special concert in their living room. The team in Belgium is also asking all citizens to support the Belgian finalists in this year's 'We love Cities' challenge – Antwerp, Brussels Capital Region and Ghent.

3:30 am

BOSNIA

More than 10 cities are joining Earth Hour, including Mostar, where public transport will be free and stations will switch off lights for 1 hour. On the EH night, the students from the United World College will be working with local NGOs to do a performance on the theme of energy (songs, acts), a concert and candle installation in the main square of the city: OKC Abrašević. Media partnerships were developed to promote Earth Hour and will run until March 30.

3:30 am

CROATIA



This year WWF in Croatia will be turning their attention on the impacts of climate change on species and their habitats inside National Parks. The main event will be held in front of the Cathedral in the capital Zagreb, with young Earth Hour and Spider-Man superhero kids joining the event. On the evening of Earth Hour public transport will be free and stations will switch off lights for 1 hour.

A message about this action will be displayed in all trams for 2 weeks before the event. 10 Nature parks will also join with EH candle lit evening events, workshops, talks about endangered species and climate change, energy savings etc, turning off lights. A press conference has taken place on 19 March to announce the event.

3:30 am

CZECH REPUBLIC

Greenpeace CZ is organising two events: In Prague a lecture by Arctic campaigner called "Why Earth Hour?" followed by creation of the shape of the Czech Republic from candles. In Brno a discussion on rain forest protection followed by a documentary screening about rain forests destruction.

3:30 am

DENMARK



This year the Earth Hour team in Denmark is focusing on changing the public mindset about climate change and their responsibility to take action. On the night, buildings like city halls, public areas and shops will still turn their lights off for the hour. There will be companies serving climate-friendly food in their canteens and some restaurants in Copenhagen will offer special Earth Hour Dinners in the Dark. This year, the

team is also launching mini guides as to how one can be more climate friendly in daily life, e.g. a miniguide about cloths, fashion and climate change that are launching together with The Danish Fashion Institute. A miniguide with sustainable fish recipes is launched together with the help of a famous Danish TV cook. And there are also miniguides about better transportation, and choice of pension companies etc.

3:30 am

FRANCE

WWF-France has enlisted the support of the French Rugby team for this year's Earth Hour, who will be urging their fans to donate to "Savings Forests and Families in Madagascar", an Earth Hour Blue project which aims to deliver 4000 energy efficient stoves to communities in Toliara, Madagascar.



The team will also be inspiring young Spider-Man and Earth Hour Superheroes to join a competition to help press the switch off button at the official lights off event at Eiffel Tower in Paris on March 29.

WWF-France is also looking to launch a tweet storm during the week of Earth Hour to ask for ambitious outcome for the COP21 conference in Peru later this



3:30 am

GABON

3:30 am

GERMANY



WWF-Germany will switch off the lights of the Brandenburg Gate in Berlin, where the main Earth Hour event will be held. There will be an on-site performance with wearable letters. Germany hopes that about 150 cities will take part this year. YouTube stars helping to promote the campaign. Participants across the country can locate their own Earth Hour activities on a newly launched digital map. WWF-Germany also know about the power of social media and has launched the successful 'Climate Hero Wanted' campaign.

3:30 am

GIBRALTAR

Gibraltar residents and its Government will be amongst the two billion who will once again go dark for Earth Hour. The lights will be off on the North Face of the Rock and on the Moorish Castle for the whole weekend, thanks to Minister for Environment, Dr John Cortes.

3:30 am

GRENADA



This year, Grenada continues to focus on awareness raising. The actual hour will be celebrated with performances by the Tivoli Drummers and other musicians. The Caribbean Youth Environment Network is supporting the event and campaign. Grenada also is part of the Caribbean Community (CARICOM) Climate Change Centre, the regional oversight agency helping to raise the voice for Climate Change in the Caribbean. This year more important than ever, as a 'freak' out-of-season tropical storm event caused death and destruction in a number of Eastern Caribbean islands this past Christmas.

3:30 am

HUNGARY

WWF Hungary has been organizing Earth Hour since 2009. This year, the Earth Hour team organized events in more than a 100 cities with more than 400 companies and institutes participating. The clear message for this year is that everyone should take responsibility for our lives and make long-term changes to ensure that our children will have a future in which people and nature can live in harmony. On the night, EH Hungary has organized a Lights Out Random Trip Concert on the A38 Ship. The Random Trip concert will feature a line-up of popular Hungarian performers and bands on the A38 Ship, a popular event destination along the Danube River. During the actual hour, the concert will shift to energy saving mode with unplugged instruments.

3:30 am

ITALY



All around Italy, the most well-known monuments will be switched off and events and activities will be organised by WWF-Italy and local NGOs and institutions. This year's main event will be held in Rome, including the switch-off of St. Peter's Basilica in Vatican City.

In Rome there will be also a live radio broadcast entertainment show with well-known singers, musicians and actors. A special artist installation will be made live by Bevilacqua, a very well known Italian comic strips author. WWF-Italy will also be crowdfunding for a Turtle conservation project in Lampedusa, which will be on the Earth Hour Blue crowdfunding platform.

3:30 am

KOSOVO

3:30 am

LIECHTENSTEIN



Liechtenstein is having an unplugged concert from a local artist called Simon Egger on the square in front of the parliament. The concert will be lit by candle light and there will be some drinks and snacks. Candle holders will be made of recycled paper and put in the shape of a big sun, with the singer as the center. The castle of the prince of Liechtenstein is the most important

building that takes part. We will be able to see it from the square. Furthermore, most of Liechtenstein's municipalities take part as well.

3:30 am

LIBYA

3:30 am

LUXEMBOURG

3:30 am

MALTA



A joint effort is being made by Nature Trust (Malta), the Ministry for Sustainable Development, the Environment and Climate Change and the Ministry for Energy and Water Conservation to place Malta amongst the list of countries taking part in Earth Hour 2014. In fact, anyone passing by Valletta, Floriana or Victoria (Gozo) between 8:30 and 9:30pm will be in for

an unusual view of some of Malta's local landmarks: the bastions of the Three Cities, parts of the Valletta Waterfront and the Citadel will all be switched off for an hour, together with other major landmarks around the world.

The main event will be taking place at the Valletta Waterfront where the public can join in the formation of the symbol 60+ and the switching off the lights of the bastions. Event starts at 7.30pm. Candles can be bought at our stand at the Waterfront.

3:30 am

MONACO

3:30 am

MONTENEGRO

More than 5 cities are joining Earth Hour, including Podgorica. In Podgorica a partnership has been made with public transport company, which will inform and promote EH in their vehicles. On the night of EH public transport will offer free rides for one hour and stations will switch off the lights for 1 hour. A main celebration is planned in the main square in Podgorica, where the national philharmonics will have a concert. In the week before EH, Green Home will also run activities with school children with special presentations and assignments on the theme of planet and energy. Media partnerships were developed to promote Earth Hour and will run until March 30.

3:30 am

MACEDONIA



(nature reserve) in Macedonia is going dark for Earth Hour too.

The Ministry of Environment is supporting Earth Hour Macedonia and with their help they will turn off the lights at many famous landmarks in Skopje. X Factor contestants and celebrities across the country are also coming out to record messages in support of the campaign, which is aimed to be the biggest yet for the country.

JASEN, one of the biggest national parks

3:30 am

NETHERLANDS



WWF Netherlands has called on a global community to upload a photo of their hand with a written commitment about how they will reduce their ecological footprint. They are aiming for more than 2014 helping hands, aiming to create a photo mosaic to show the possibilities when we unite together to protect the planet.

Participants in the Netherlands will also be trying to collect more than 2903 used

mobiles and 2014 used cartridges for recycling at chosen organisations that will donate proceeds to WWF's conservation work.

On the night, the national switch off event takes place in Haarlem. Haarlem promotes a lot sustainability-activities in its community. The market square in Haarlem is typical Dutch, with nice buildings and a beautiful church. DJ B-Funky gives a performance. He released the Earth Hour-anthem 'Turn off the Light'. Also famous Dutch artists Elske DeWall and Roel van Velzen will perform at the event. For this event, WWF-Netherlands is partnering with Nationale Postcode Loterij. At 20.30 the Bavo church will switch off its lights, followed by the other buildings at the market square. WNF-ambassadors Harm Edens and Andre Kuipers will host the event.



WWF-Netherlands expect many of the participants supporting the Super Hero for the Planet idea this year. Together with Universal they will also give out Spider-Man masks and they will show one of the Spider-Man videos at the market square in Haarlem.

3:30 am

NIGERIA



12 Earth Hour Champions from Nigeria embarked on a 3,404km round road trip from Nigeria to Mali on Saturday, January 18, 2014 and will finish on Saturday, March 15, 2014. The walk hopes to promote the culture of peace and create awareness on environmental

sustainability across West Africa. Activities during the walk will include advocacy visits, community vulnerability mapping, community outreach, and capacity building. On Earth Hour night, the Walk To Mali documentary will be screened at various locations in the country. This year, major Earth Hour events will be held in four states: At Kwara University in Taraba State on March 22, 2014, in the Transcorp Hilton Hotel in Abuja, at the Lagos State House of Assembly Garden in Lagos State, and in Rivers State at the Le Meridien Ogeyi Place with a Youth Exhibition prepared by around 100 children (all on March 29). In Abuja, Earth Hour will take place in Abuja at Bassan Plaza, Central Business District of Abuja

3:30 am

NORWAY

WWF Norway is putting the challenge out to Mayors in the country to see who can switch off the most lights in their cities this Earth Hour. Participants can also urge their favourite buildings in the country to switch off, by posting an image of it with the hash-tag #slukkmeg, so that WWF-Norway can invite them to participate in the event. An SMS drive will also remind people in the country to switch off on March 29, and raise funds for WWF's work in the Arctic. At the event in Oslo, kids will be encouraged to dress up as Spider-Man and write letters to politicians telling them what they would do

3:30 am

POLAND

More than 57 cities across Poland, as well as 8 ministries have already confirmed to participate in Earth Hour 2014, with landmarks like the Palace of Culture and Science or the National Stadium in Warsaw switching off their lights. WWF-Poland has launched an app with Green Tips for Earth Hour to encourage participants to make everyday lifestyle changes to go beyond the hour. T-Mobile is the campaign's strategic partner, EH is supported by Discovery Channel and International Paper, as well as numerous Polish celebrities who undertake challenges for the planet. Engaging the next generation of Superheroes, WWF-Poland and global ambassador Spider-Man are encouraging schools around the country to take part in the campaign.

SERBIA

This year, Serbia has the record number of currently 67 cities, more than 50 schools and 75 NGOs participating in this year's Earth Hour events. Central events will take place in cities and towns all over Serbia. The main event will take place at the Republic Square in Belgrade where more than 40 kids of Serbia's most famous children's choir Kolibri ('Hummingbirds') would have their special repertoire dedicated to ecology and environment protection. Aside from that all participants of the special Earth Hour cyclothon will join the event when the lights go down. They will symbolically switch off the lights on their bikes.

The EH Serbia team also went a step further, engaging a massive online community. They have inspired some of the most famous writers and columnists to write short essays on the topic "The most beautiful things always happen in the dark". These essays will engage thousands of Serbian 'netizens' to submit their own stories and participate in online Facebook competition. Aside from that, in partnership with Canon, 'visual-types' of planet savers could participate in a photo competition for the best photo without the flashlight. The purpose of the online campaign is to reach remote target audience that hasn't been that aware of environmental issues. Those who are not activists by nature, could enjoy romantic candlelight dinner at Homa restaurant where Filip Ciric, currently one of the most famous chefs in the region would make their gastronomical fantasies come true.



This year the total number of Earth Hour ambassadors in Serbia is 17 (which counts a total of 90 people from different bands, choirs, TV shows). With a just a little help from Spider Man, kids can also be Super Heroes for the planet by participating in art competition in their schools. This year, the national rowing team of Serbia has decided to support the campaign as well. One of this year's theme is also "The most beautiful things always happen in the dark".



3:30 am

SLOVAKIA

Slovakia will have a press conference in Košice followed by a lights-off event and observation of the night sky among other plans.

3:30 am

SLOVENIA

The team in Slovenia has invited all teachers and primary school pupils to join the campaign by drawing pictures about the environment. The exhibition will be held in the Cultural Center Velenje. Slovenian mayors have been urged to switch off the lights in towns. There will be an evening event at the Cultural Center Velenje. The main coordinator, the primary school Miha Pintar Toledo is going to organize voluntary work in their school garden in cooperation with the pupils, teachers, parents and the mayor of the municipality of Velenje, as well as the municipal counsellors, on 29 March 2014. This is the way how the team in Slovenia will follow this year's logo 'Use your power at Earth Hour'.

The Secondary school of Economics Celje, which participates in Earth Hour every year, is preparing an exhibition to accompany this year's Earth Hour project. Wild bees, their importance and how best to help them, will be the focal points of the exhibition, and vows on how to care for our planet from both the school's students and teachers will also be on show. Between March 28 and April 28, 2014 the exhibition can be visited in the school hall.

3:30 am

SWEDEN



This year's WWF Sweden is turning the attention on the four climate villains in the country: the car, steak, housing and the stock market.

Participants can learn about why these four things are causing climate change and ways to help make a difference. As it's the election year in Sweden, WWF will be urging participants to use Earth Hour to write to their politicians to act on climate change.

3:30 am

SWITZERLAND



Prior to Earth Hour, WWF-Switzerland conducted a crowdsourcing campaign among Swiss communities about their public lighting infrastructure. From the data obtained, they compiled a community rating reflecting the energy efficiency of public lighting in Swiss communities. WWF asked people to write emails to their towns/cities depending on whether they had a good result, a bad result, or hadn't replied to the survey. The cantonal sections of WWF Switzerland will be on the streets during the day of Earth Hour, asking people to participate in the online campaign.

3:30 am

TUNISIA

In Tunisia, Earth Hour will be organised in partnership with the National Agency of Energy and Orange, the main telecom company in the country. On the evening of Earth Hour, the big Roman theatre of Carthage will be switched off and a concert will be organised with renewable energy from solar panels provided by the Tunisian Society of Electricity. NGOs (in all governorates of Tunisia), scouts and WWF volunteers will participate in Earth Hour with material provided (T-shirts, candles, lanterns). Hotels and major companies will switch off lights for 1 hour. A big campaign will announce the event including a press conference on 24 March.

3:30 am

SPAIN



WWF Spain will be turning Madrid's Plaza de Oriente in a giant scrabble board this Earth Hour to raise support for more renewable energy in the country. 500 volunteers will gather at the #PandaPalabra main event to take part in the giant scrabble board.

Members of the public will use pedal power to illuminate a giant panda logo at the event and power a concert by the band "Million Dollar Mercedes Band".

Puerta de Alcalá (Madrid), the Alhambra (Granada), the Sagrada Familia (Barcelona), Guggenheim Museum (Bilbao), Cathedral-Mosque of Córdoba, and the Aqueduct of Segovia or Avila Walls. Events will be held across 29 cities in the country.

4:30 am

COTE D'IVOIRE

4:30 am

FAROE ISLANDS

The, has said yes to join Earth Hour 2014. The Faroe Islands have been part of Earth Hour before and this year, even the municipality of Tórshavn, the capital in the Faroe Islands, is supporting the festivities on the night. The whole of Tórshavn is switching off the lights during the actual hour.

4:30 am

GHANA

4:30 am

GAMBIA

The Earth Hour team in Gambia is kicking off this year's campaign with a Stakeholder forum, inviting community leaders and policy makers to discuss on possible Policy reforms and set up the program for visits to disaster communities throughout the country to check on the most urgent needs. Beyond the actual hour, the team has organised several school visits to educate the children.

4:30 am

PORTUGAL

WWF-Portugal will be calling on all yoga enthusiasts to take part in the Highest Yoga class that Portugal has ever seen, in celebration of the commitment to protect the planet for Earth Hour. WWF in Portugal will be joined by the Portuguese Yoga Federation to the event which will see nine candlelit yoga classes take place across different cities including Lisbon, Cascais, Oeiras, Santarem, Coimbra, Évora, Aveiro, Tomar and Portalegre.

The Councillor of Environment and Energy in Lisbon, José Sá Fernandes, as well as actresses Joana Seixas Dias and Sylvie, broadcaster Joan Cruz and presenter Ana Rita Clara will attend the main event.

As of today, more than 30 cities have joined Earth Hour 2014 in Portugal and will turn out the lights on March 29. Some of the most emblematic monuments have renewed their support including the 25th of April Bridge, the Shrine of Christ the King, the Jeronimos Monastery, Belém Tower in Lisbon and more.



4:30 am

ICELAND

4:30 am

IRELAND

4:30 am

MALI

4:30 am

MOROCCO

4:30 am

SENEGAL



This year, Senegal's main Earth Hour celebration will take place in Dakar, with the support of 1,500 Scouts. Participants will embark on a 5-km march from the National Radio & Television Headquarters (RTS) to the Place du Souvenirs (sea side monument) upon lights-out on 8.30pm, to raise awareness of pollution in Dakar which is the 2nd most polluted city in Africa. Through that, all participants will also pledge their willingness to make a change. The Mayor of Dakar, the Ambassador of the Netherlands, and the famous Senegalese music band, Daara J Family, will be joining this year's campaign as ambassadors.

4:30 am

ST. HELENA

UNITED KINGDOM – ENGLAND

WWF-UK have been building up to the excitement of Earth Hour by releasing 60 cuddly toy pandas across the UK and inviting people to share a 'panda inspired' #passthepanda selfie on social media to spread the Earth Hour message. Hundreds of pictures have been shared so far including tweets from celebrities like Twitter-legend Stephen Fry, comedian Jack Whitehall and singer Sophie Ellis-Bextor. You can follow the pandas' journeys here: http://storify.com/uk_WWF/passthepanda.

They also teamed up with creative charity 'Do The Green Thing' to run a poster competition for bright young creatives to win the chance to feature in a special poster collection and see their design on outdoor ads across the UK. The collection is being released as a countdown from 1st March with a poster being released every day. It features designs from world-renowned creatives including Sir Quentin Blake, Rankin and Sir Paul Smith as well as the competition finalists - with the overall winning design (as voted by the public) due to take centre stage on 29 March. Each of the #29posters features a message to inspire people to live more sustainably for Earth Hour and beyond.



On 29 March, WWF-UK is planning a special day and night of celebrations to mark Earth Hour 2014. To kick things off they'll be causing pandemonium in London with a dancing flash-mob of 60 pandas who will be out and about visiting a few of the landmarks set to switch off as well as taking lots of #passthepanda selfies with members of the public. In the evening there will be

an exclusive event from London's Southbank featuring a performance from super-star Sophie Ellis-Bextor. The event will once again be live streamed on the website from 8.25pm: www.wwf.org.uk/earthhour including highlights from the day as well as a live countdown to the switch off overlooking the iconic London Eye, Houses of Parliament and Big Ben.

Hundreds of landmarks across the country will be joining in too including Buckingham Palace, Tower Bridge, Trafalgar Square, St. Pauls, Wembley, Brighton Pier, Cardiff Castle, National Library of Wales, Edinburgh Castle, Forth Rail Bridge and many more!

All the funds raised from Earth Hour 2014 in the UK will support WWF-UK's vital work in the Mau Mara Serengeti, helping to address the challenges being faced throughout the region - from tackling human wildlife conflict to providing local wildlife rangers with much needed equipment and training. This incredible landscape is home to one of the richest collections of wildlife in the world and supports the livelihoods of more than one million people who depend on the precious natural resources around them. Individuals can donate on www.wwf.org.uk/ehmara and get ideas for fundraising at their own Earth Hour events, too.

4:30 am

UNITED KINGDOM – SCOTLAND



In conjunction with the broader UK campaign #BeBrilliant, WWF-Scotland has enlisted the support of several MSP's in the country for Earth Hour this year. They are using social media to call for actions on climate change through public transport, housing & renewables. "Across Scotland, national monuments, castles, buildings and even ships are going dark – we've even got the royal seal of approval with the Royal Yacht Britannia and the Queen's official residence, Holyrood House, joining in the fun", says Anita Grice-Goldsmith, Head of Communications at WWF-Scotland. The Commonwealth Games committee is supporting Earth Hour this year too (the Games are in Scotland), switching off most of the venues, such as

the Emirates complex and the Sir Chris Hoy velodrome.



This year Earth Hour coincides with the Welsh Government's 'National Conversation' on the country's future as it prepares to introduce the Future Generations Bill. WWF Cymru hopes the law will help safeguard the planet for future generations and tackle big challenges such as climate change and threats to forests and oceans. WWF Cymru has also launched the 'Welsh Wish' website – wwf.org.uk/welshwish – for people to choose a wish for a sustainable future, share it with friends, and join an online 'galaxy of stars'. The initiative has won support of members of the Wales rugby squad and actor Michael Sheen.

On the night, organisers are encouraging Earth Hour supporters in Wales to share

their photos and videos via Facebook and Twitter, using the hashtags #earthhour and #welshwish.

Other Welsh Earth Hour highlights this year include: the creation of a large #welshwish LED candle image outside the Senedd, Cardiff Bay, as the lights go out, Welsh Government switching off the lights at many of its offices across the country, a 'pledge tree' to help the environment and creative recycling exhibits at Techniquet, support from schools across the country – in Llangewydd Junior School in Bridgend pupils have written wishes for a more sustainable future on stars. Other iconic landmarks going dark include Caernarfon castle, the National Library of Wales (Aberystwyth) and Newport's Transporter Bridge.

In addition people across Wales are planning fun activities at home including candlelit suppers and playing board games. Stargazing Welsh comedian Dan Mitchell has also created a video of '60 things not to do in the dark'. Welsh businesses including Ikea, St David's Hotel and John Lewis in Cardiff are supporting this year's Earth Hour too.

In 2013, Earth Hour was a huge success in Wales. Major landmarks including Wales Millennium Centre and the Senedd went dark and over 200 Welsh schools, half of Welsh councils and Assembly Members from all parties gave their support.

7:30 am

BRAZIL

WWF-Brasil is promoting the Earth Hour City Challenge with Rio de Janeiro , São Paulo and Belo Horizonte as the finalists in the global campaign. 15 cities have so far confirmed participation in the event and include: Belo Horizonte, Erechim, Tarumã, Águas de São Pedro, Campinas , Macapa, Osasco, Tijuca, Joinville, Barueri , Itajubá, Paudalho, Pirenópolis , Ribeirão Pires and Tucuruí .

Brazilian celebrities supporting "Hora Do Planeta" this year include actress Maria Fernanda Cândido and author Bráulio Mantovani.



7:30 am

ARGENTINA



"I Support The Water Heater Law" is the call to action for this year's Earth Hour by Fundación Vida Silvestre, WWF affiliate in Argentina. Argentineans will turn off their lights in support of the legislative measure to replace ignition water heater systems with efficient electric systems, to avoid the passive consumption of gas equivalent to powering 800,000 homes in the country for one year.

It follows last year's successful campaign that led to the creation of a 3.4million hectare Marine Protected Area in the

country . This year activities include a concert and a flash mob on March 29, as a way to raise support for legislation on energy efficiency in the country.

7:30 am

BERMUDA



Bermuda will be running a Living Green Expo with vendors showcasing sustainable "green" products, followed by performances by community members at the City Hall. The participants will walk through the city streets and encourage businesses to turn off their lights. LED lights will be provided which will then be placed in 60 + logo on the city hall lawn (Walk Of Flame).

7:30 am

CHILE



"Earth needs a break and you have to give it one" is the theme of WWF-Chile's Earth Hour 2014. In the week leading up to Saturday's event, volunteers are helping clean up five beaches along the Chilean coastline, hoping to raise awareness to improve marine ecosystems in the country. This year WWF-Chile will also propose a National Coastal Cleanup Day to the authorities to be held at the end of summer in March every year.

"The underlying objective for us is to draw attention to the fact that beach litter kills many different species of marine animals, threatening their survival and making it difficult to repair the damage done to their ecosystem. We want to use Earth Hour as the platform to address this problem, as it makes perfect sense to have the Cleanup at the end of summer," said Susan Diaz of WWF-Chile.

A bike powered event at the Town Hall of *Providencia* will be held in collaboration with the Bicicultura Center and the Metropolitan Technological University. This year there will also be a troop of *bicicaravanas* (*bikes that tail caravans!*) that will journey from Plaza Italia, Providencio and Square Military Academy to the main event in *Providencia* in the hours before the switch off. The city of Valdivia in Southern Chile will be home to an Earth Hour event, with around 300 people participating in a cyclothon throughout the city.

7:30 am

FRENCH GUIANA

7:30 am

PARAGUAY



The Government of Paraguay has extended its Zero Deforestation Law – aimed at stopping further clearance of the critically threatened Atlantic forest – until end 2018. The Atlantic Forest, a WWF priority area, shelters 7% of the world's known animals and plants, but has been reduced to just 7% of its former extend, shared with Brazil and Argentina. WWF used the 2013

Earth Hour platform to mobilize support for this third extension.

For the first time, Paraguay will be translating everything not only into Spanish but also into Guaraní – an indigenous language that is spoken by more than 90% of people in the country. WWF-Paraguay will go for a further extension of the Moratorium on Deforestation in the Atlantic Forest, hoping to further extend it beyond last year's successful result.

7:30 am

SURINAME

7:30 am

URUGUAY

8:30 am

ARUBA



Aruba will hold an Earth Hour Walk at Linear Park. Lights out events will be held at various local shopping malls, hotels, resorts, government buildings and Aruba's Earth Hour landmark, Fort Zoutman. There will also be live acoustic performances at Fort Zoutman, and a Beyond the Hour event. Aruba is also part of the Caribbean Community (CARICOM) Climate Change Centre, the

regional oversight agency helping to raise the voice for Climate Change in the Caribbean. This year more important than ever, as a 'freak' out-of-season tropical storm event caused death and destruction in a number of Eastern Caribbean islands this past Christmas.

8:30 am

ANTIGUA

8:30 am

BARBADOS

Barbados is part of the Caribbean Community (CARICOM) Climate Change Centre, the regional oversight agency helping to raise the voice for Climate Change in the Caribbean. This year more important than ever, as a 'freak' out-of-season tropical storm event caused death and destruction in a number of Eastern Caribbean islands this past Christmas.

8:30 am

BOLIVIA



Earth Hour in Bolivia will be celebrated in 6 different cities in the country, and their message is for people to use their power to save their planet. Organisers are giving small trees to people who participate in the events in the cities, entrusting them to nurture and care the trees wherever they end up being planted. They will have concerts and events that will be powered by renewable sources.

8:30 am

CURACAO

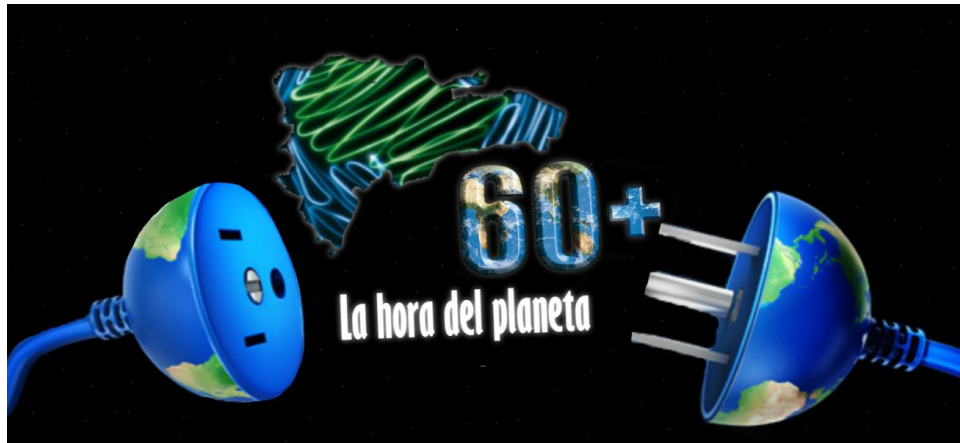
The team in Curaçao is organizing an awareness campaign following some entertainment in the city of Willemstad, on a central square named Brion Plein in Otrobanda. The theme that they have chosen for the event is 'Kurason pa Kòrsou', which means 'Hearth for Curaçao'. The intention for the night is to invite the whole community of Curaçao to join the event at Brion Plein, to listen and to be informed and to be conscious about important aspects related to the environment and how one can make changes through their daily lifestyle. Partner organizations will give presentations related to the environment. The Curaçao team aims to get more people doing pro-active things to positively impact the environment. Close to 8.30pm there will be a countdown, after which all the lights around the plaza will be turned off during for the actual hour, and the public will be entertained by a well-known band in Curaçao. Everyone can enjoy the show and music for free while walking around, visiting the information stands on the plaza and participating in a fun contest. The final presentation for the night will be an introduction to a new Recycling project that will, that will start after the Earth Hour event.



8:30 am

DOMINICAN REPUBLIC

Dominican Republic will switch off the lights of the Presidential Palace in Santo Domingo where the main Earth Hour event will be held. The Minister of the Environment and Natural Resources among other officials are expected to join the event. Cities in the east, north and west will hold events. We will enlist the support of the media in order to promote individual events nationwide. Earth Hour Dominican Republic is focusing on the message : "Be the change you want to see".



8:30 am

PUERTO RICO

8:30 am

ST LUCIA

St Lucia is part of the Caribbean Community (CARICOM) Climate Change Centre, the regional oversight agency helping to raise the voice for Climate Change in the Caribbean. This year more important than ever, as a 'freak' out-of-season tropical storm event caused death and destruction in a number of Eastern Caribbean islands this past Christmas.

8:30 am

TRINIDAD & TOBAGO

Trinidad and Tobago is part of the Caribbean Community (CARICOM) Climate Change Centre, the regional oversight agency helping to raise the voice for Climate Change in the Caribbean. This year more important than ever, as a 'freak' out-of-season tropical storm event caused death and destruction in a number of Eastern Caribbean islands this past Christmas.

Part of this CARICOM campaign is a regional educational programme '1.5 to Stay Alive' with a total of 37 classes in the region. They are also coordinating special projects with the regional NGO PANOS Caribbean. They are joining with JamaicansMusic.com team to re-record an 'Earth Hour' version of their theme song and have agreed to perform it during the 'lights out' session at the Jamaica concert. They also aim to take Earth Hour into Haiti and other islands not participating yet due to various reasons.



In the United States, we are building the momentum by focusing on the night of Earth Hour. Major landmarks, cities and businesses across the US will be participating in Earth Hour this year, including the Golden Gate Bridge in San Francisco, Chrysler Building and The Empire State Building in New York, the Willis Tower in Chicago, the Gateway Arch in St. Louis, the National Cathedral in Washington, D.C., and the Space Needle in Seattle. The city of Las Vegas is going dark, along with many of the hotels and casinos on the strip. The US also launched a social media campaign to encourage landmarks such as Navy Pier in Chicago and the Alamo Shrine in Texas to take part.

Chicago is participating as WWF-US's Earth Hour City Capital. Chicago is a leading city in climate-smart policy for

its efforts to make renewable energy accessible, such as having one-day turn-around for permits for rooftop solar projects and working to strengthen the public transportation system. Chicago residents will be encouraged to "go beyond the hour" through a program, funded in part by the Earth Hour City Challenge award, to help homeowners install solar panels.

COLOMBIA

LightsOFF AmazON: This year when the whole world switches its lights off for Earth Hour, WWF-Colombia will switch the AmazON! The Earth Hour Blue crowdfunding project from Colombia, supported by long time Latin American ambassador Claudia Bahamon, allows global participants to invest in the largest ecosystem and air, water and life producer on the planet. The project aims to raise funds to implement infrastructure for sustainable industries for indigenous communities. Known as the “world’s lungs,” the Amazon is quickly disappearing with mining and ranching causing loss of species and pollution in the area. Back the project at www.ehour.me/EHamazon.



On the night, this year’s main Earth Hour event in Colombia will be held in Bogota. With more than 3,000 people joining various activities.



The team in Colombia is also working with Spider-Man in a very integrated way, with Sony participating in their launch press conference. Claudia Bahamon, the main ambassador for Earth Hour in Colombia this year, is also featured in the global Super Heroes for the planet video.



TODOS ESTAMOS CONECTADOS 
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Earth Hour in the middle of one of the real Natural Wonders: Santa Cruz on the Galapagos Islands will be home to Ecuador's Earth Hour event 2014. The Galapagos Government Council, the Environmental Ministry through the Directorate of the Galapagos National Park and WWF in Galapagos are joining forces to reduce and eventually ban the use of plastic t-shirt bags, disposable cups and straws from the Galapagos Islands.

This crowdsourcing campaign will call on participants from all over the world to sign a petition in order to instate the ban as a way to protect the variety of wildlife both on land and in the water of the Galápagos. Increased generation of waste is threatening the land and waters of the Galápagos. Litter and waste easily becomes marine debris, which affects the fragile marine ecosystem and even the coasts of uninhabited islands. An unknown number of animals are killed every year when they become entangled in pieces of string or plastic bags, or consume floating bags. This year's slogan: "Don't get confused and put the fabric bag to use". The campaign is

hoped to be a major driver of a massive environmental outcome for the islands, as they will become the first province of Ecuador to ban these unnecessary products. On the night, members the Government Council, the Environmental Ministry, the Galapagos National Park and WWF will attend an event at the San Francisco Park in Santa Cruz. After the candles are lit and the lights are turned off at 8.30pm, there a skit about plastic and a concert from this years Ambassadors Verde 70, a national Pop group.

9:30 am

JAMAICA



Some of the freshest names in Jamaica's musical landscape, including Jesse Royal, Rootz Underground, Iba Mahr and BLACKasCOLE, are set to appear at Jamaica's Earth Hour celebration at the Ranny Williams Entertainment Centre in Kingston. They are dedicating the hour to the legendary Bob Marley and celebrating female voices where only Bob Marley songs will be performed by female vocalists. Representatives from various environmental organisations will also speak on climate change including the Jamaica Minister of Climate Change who will be giving a 'Call to Action' for Jamaicans regarding Climate Change.

Last year the concert attracted over 3,000 patrons. Since then, there have been an increase in plastic recycling as well as a number of tree planting

programs. Organisers, Jamaicansmusic.com, hopes that following this year's concert the numbers will increase even more."

9:30 am

PERU



Earth Hour continues to reach new heights in Peru and this year's theme will be around "Marry the Earth" and Commitment that goes along with that to protect the planet. They are using EH as a strong action point for climate and energy in the lead up to the Lima COP. Patricia (the CEO of WWF-Peru) has Events throughout the capitol Lima will spread the message, with some powered by renewable energy.

9:30 am

PANAMA

10:30 am

BELIZE

Belize is part of the Caribbean Community (CARICOM) Climate Change Centre, the regional oversight agency helping to raise the voice for Climate Change in the Caribbean. This year more important than ever, as a 'freak' out-of-season tropical storm event caused death and destruction in a number of Eastern Caribbean islands this past Christmas.

10:30 am

COSTA RICA



Costa Rica will be celebrating Earth Hour in two places – Parque La Libertad in San José and INBioparque in Heredia. WWF-Costa Rica expects around 2000 people to attend. Important buildings around the country like Asamblea Legislativa, Ministerio de Cultura y Juventud and many companies, restaurants will switch off their lights. Costa Rican singer and Earth Hour

ambassador, Debi Nova, with Kai Brown and Ana Fee will perform a concert via live stream during the blackout. Auto Mercado, a supermarket chain, has committed to not giving plastic bags during Earth Hour to prove to Costa Ricans that it is easy to live without excessive plastic.

10:30 am

EL SALVADOR

10:30 am

GUATEMALA

All things digital in Guatemala. They Earth Hour team in Guatemala is currently working with Ad agency Leo Burnett for their campaign.

10:30 am

HONDURAS

This year, Earth Hour in Honduras will take place in the coastal city of La Ceiba. With the authorities present, a parade will be held with the participation of 25 schools with more than 3,000 students and five bands. Candles and torches will carry a message to the population of the importance of protecting our natural resources. The cultural event will be taken on the beach on the Paseo de los Ceiba Residents, where sculptures made out of recycled materials are displaced, and the participation of several national and international artists such as William Anderson.

10:30 am

MEXICO



In Mexico more than 30 cities and states have sent the enrollment letter to WWF to take part in this year's Earth Hour: Mexico City, Jalisco, San Francisco de Campeche , Solidaridad, Monclova , Guadalajara, Tehotihuacan, Villa de Tamazulápam del Progreso (Oaxaca),Puebla, State of Veracruz, Heroica Ciudad de Nogales, Chihuahua,

Tijuana, Oaxaca, Querétaro, Cozumel, San Pedro Cholula, San Pedro Tlaquepaque, Tonalá, Concepción de Buenos Aires, Tamazula, Manzanilla de la Paz ,Tonila, Acatic, Tlajomulco de Zúñiga, Yahualica, Tala, El Arenal , San Miguel el Alto, Ayuntamiento de Santa Maria de los Ángeles, Tapalpa, Bacalar, Atotonilco el Alto, Cuautitlan de García Barragán, León, Toluca , El Limón, Zapotlan del Rey, Ciudad Nezahualcoyotl.



There will also be one mayor event in Mexico City with the support of the local Government and Spider-Man.

10:30 am

NICARAGUA

11:30 am

CANADA



Canada's Earth Hour campaign encourages the public to take a moment to reflect and talk about what they will be thinking about while the lights are out during Earth Hour. A series of videos will be housed on the WWF-Canada's website (www.wwf.ca/earthhour). Notable Canadian celebrities supporting Earth Hour this year include Chris Hadfield, William Shatner (Star Trek: The Original Series), Jason Priestley (Beverly Hills 90210), Adam Korson (Seed) and Amy Jo Johnson (Mighty Morphin' Power Rangers). WWF-Canada will also inspire Canadians and people from all over the world to donate funds to their Earth Hour Blue crowdfunding project which supports research to map Canada's renewable energy potential. In addition the city of Vancouver, the Global Earth

Hour Capital of 2013, will host the Earth Hour City Challenge Awards for all the finalist cities of 2014.

11:30 am

COOK ISLANDS

This year, Cook Islands' Earth Hour organizer Pacific Resort Rarotonga will invite all their guests to participate in switching off all the lights for Earth Hour.

11:30 am

TAHITI



The closing ceremony for Earth Hour will be in Tahiti, French Polynesia. This year with an extra twist as the focus on this year's beyond the hour activities is waste management: Instead of tickets, people have to bring recyclable waste to get access to the acoustic concert at Stade Pater, the main stadium in Tahiti, in the city of Pirae. Upon entering,

audience members will go through the red carpet to be photographed sorting their waste.