



How your Mosque can support Earth Hour 2009

At 8.30pm on 28 March 2009, cities across the world will turn off their lights for one hour, sending a powerful global message that it's possible to take united action on global warming. WWF and Earth Hour supporters around the world aim to reach **1 billion people** in **1,000 cities** and we hope your mosque can be part of this historic achievement.

There are many ways mosques can support **Earth Hour** in 2009, from turning out the lights in their buildings/facilities on the night through to encouraging mosque followers to join the **Earth Hour** initiative at home. The following information outlines the various levels of commitment to **Earth Hour**, be it big or small.

1) Turn off your lights at 8:30pm Saturday 28 March 2009

Turn out the lights in your buildings, facilities and signage for one hour at 8.30pm on Saturday 28 March 2009. Join other mosques worldwide in this global action.

For larger buildings, the facilities and building managers need to manage the logistics of switching off non-essential lighting for **Earth Hour** (including neon lights) in and around your properties.

2) Register your Mosque's commitment at www.earthhour.org

Visit our website to register your organisation with other committed organisations around the world.

We have provided some information and suggestions for businesses about emission reductions.

3) Communicate Earth Hour to your mosque community

Use existing and new communication channels to provide information about **Earth Hour** to your mosque followers. You can achieve this simply by:

- Providing **Earth Hour** postcards to your worshippers;
- Displaying **Earth Hour** posters on your buildings/facilities;
- Displaying on available screens, radio or other broadcast services the **Earth Hour** video, **Earth Hour** radio ad and logo frame/slides; and
- Including a link to the **Earth Hour** website on your homepage or host an **Earth Hour** banner on your website.



To see how you can promote **Earth Hour** and your active participation in this historic worldwide event, please see the promotional materials available on our website at www.earthhourau.org/toolkits which are **freely** provided for your use.

4) Distribute Co-branded postcard, posters and flyers

Your mosque can produce and distribute co-branded posters, postcards and flyers to help spread the **Earth Hour** message. **Earth Hour** can supply existing artwork for modification and logos. Please visit the website at www.earthhourau.org/toolkits for free artwork and logos.



Register your commitment at www.earthhour.org

5) Communicate Earth Hour to your colleagues

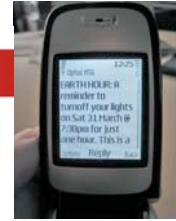
Participating in **Earth Hour** requires every level of your Community becoming involved. You could:

- Communicate **Earth Hour** to the community using email and other newsletters, posters, intranet, SMS, website, associations, committees and other mosques.
- Encourage staff and their families to take part in **Earth Hour** on the 28 March and commit to long-term emissions reductions both in the workplace and at home.

IAG EMPLOYEES GET BEHIND EARTH HOUR

The screenshot shows an email newsletter with a white background. The header includes the 'insideOut' logo and the date 'March 22, April 2009'. The main headline reads 'A symbolic step towards climate IAG turns off for Earth Hour'. Below the headline is a large graphic of the number '60' with 'EARTH HOUR' written underneath. To the right of the graphic, there is text explaining that at 7:30pm on Saturday March 31, Krispy Kreme will turn lights off for 60 minutes. The newsletter also includes a list of participating Krispy Kreme store locations and a link to find more locations.

The poster has a red header with the text 'A Greener Dragon'. Below the header, it features the '60 EARTH HOUR' logo. The main body of the poster contains several sections of text, including 'The Facts' and 'How to participate'. It lists various ways to participate, such as turning off lights, using energy-efficient bulbs, and using energy-efficient appliances. The poster also includes a list of participating businesses and a link to find more locations.



6) Make Earth Hour EVERY Hour

Participation in Earth Hour is just the first step on an important journey for every home and business to become sustainable and energy efficient.

If you've assessed the emissions of your business activity you'll be aware that simple changes are achievable and necessary.

These are just some of the ways your business can start to reduce emissions and operating costs today:

- Turning off lights after hours or installing motion-sensor lighting.
- Turning off printers, computers, monitors, microwaves and coffee machines at the power point at the end of the working day.
- Switching your organisation's electricity to Green Power.
- Elect monitors for your organisation to ensure lights are out and appliances are off standby at the end of each working day.

Visit www.earthhour.org for information on how business is reducing emissions through simple changes in the workplace.

Involve your staff in everyday change

Elect **Earth Hour** monitors for your organisation, whose job it is to ensure lights are out and appliances are off standby at the end of each working day.

7) Tell us what your mosque is doing for Earth Hour

Earth Hour has many opportunities to feature what your business is doing to support the initiative, from media and PR through to the email bulletins: EarthHourMedia@wwf.org.au or EarthHourAU@wwf.org.au

Want more information?

A Corporate Pack is available for download at www.earthhourau.org/toolkits

These toolkits include all the information and artwork you should require to action and communicate Earth Hour 2009.

Thanks for your support!



Register your commitment at www.earthhour.org

