



Use Your Power this Earth Hour Say YES to renewable energy

[Sign the Earth Hour petition at wwf.org.za/earthhour](http://wwf.org.za/earthhour)

In the month of Earth Hour we urge you to sign the Earth Hour petition to stop Eskom from putting the brakes on renewable energy.

And we are asking for your help to mobilise those around you to also say YES to a better energy future for us all.

Why this is important now

The bulk of South Africa's carbon emissions come from coal-based electricity. Like most countries, we need to address this by bringing more renewable energy (such as solar and wind energy) into our electricity mix. Not only does renewable energy reduce carbon emissions, but it can be scaled up and deployed quickly to match the country's need for more energy.

Despite this, Eskom is preventing South Africa from realising multiple benefits from our globally lauded Renewable Energy Independent Power Producer Procurement Programme (REIPPPP) by not signing the remaining contracts to buy power from the renewable energy sector. This is putting the entire renewable energy programme at risk.

Rising electricity prices are a depressing reality for all of us – as individuals, organisations and businesses. Many households cannot even afford electricity to maintain a basic standard of living for their families. Renewable energy can help to address this issue.

Add your voice now by signing the petition at wwf.org.za/earthhour

What about the night of Earth Hour?

For the past decade WWF has encouraged participation in the global switching off of lights during Earth Hour which takes place on the last Saturday in March from 8.30pm to 9.30pm local time in countries around the world. This year Earth Hour is on Saturday 25 March 2017.

By switching off your lights you will be participating in a symbolic gesture of unity to reflect on our impact on the planet. As a global citizen movement of positive change for the environment, Earth Hour is about collective action towards combatting climate change – and going beyond the hour through our daily choices and actions.

Use our toolkit

WWF has created a digital toolkit which will be available from the Dropbox link below and from the website where you can find more supporting material for the campaign: wwf.org.za/earthhour/toolkit.

<https://www.dropbox.com/sh/yjk5z8lg9j1unsv/AABHx20pNdhmMVcCVKt2d6a3a?dl=0>

The toolkit includes:

- Digital artwork for your website, social media channels and emails
- Poster artwork in different sizes for your office and public areas
- Prints and artwork for any publications
- Pull up banner artwork, tent cards, badge and panda mask artwork
- T-shirt artwork
- We will also be uploading an inspiring 30-second animation on renewable energy. This can be rolled out as a screensaver or used on screens in reception, cafeteria or public-facing areas. (Available from 25 February 2017.)

What you can do to help

1. Incorporate #EarthHourZA messaging in your communications (social media, website, and newsletter).
2. Join @WWFSouthAfrica for a Twitter chat on Thursday, 2 March 2017, from 1pm to 2pm.
3. Encourage your colleagues and partners to sign the Earth Hour petition at wwf.org.za/earthhour.
4. Host an Earth Hour event for your organisation and encourage switch off celebrations at home.
5. Arrange for lights to be switched off at your head office and/ or other business premises.

Help us to spread this important Earth Hour message and gain critical mass for this important petition! Say YES to renewable energy and stop Eskom from damaging our country's energy future!

Best regards

WWF South Africa

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**Together we can mobilise South Africans to add their voices to the petition.
Together we can use our power this Earth Hour!**

Go to wwf.org.za/earthhour