



Get your business involved this Earth Hour

Be part of the world's largest grassroots movement for the environment. This Earth Hour, it's easy for all Australians to show they care about our planet: just switch off and #Connect2Earth and you will amplify the national conversation on climate change and biodiversity.

Earth Hour has been embraced by businesses large and small. It's a great opportunity to get together with colleagues and think about how your business can become more environmentally friendly... while having fun along the way!

So get on board today. Your business can create a difference, help us save unique species and their habitats, and preserve natural wonders of Australia.

Get hyped with posters, social media kits and more included in the package. Download all assets [here](#).

There are many ways your business can get involved this Earth Hour:

- Switch off for Earth Hour and [register your participation](#)
- [Find out](#) how you can reduce the carbon footprint of your business
- Spread the word with posters, social media kits included in this pack
- Host an event for your employees in the week of Earth Hour. [Get inspired here!](#)
- Take part in the [Earth Hour Solar Light Challenge](#) to help children in need
- [Get in touch](#) if you're interested in becoming an Earth Hour sponsor

Thinking of running an Earth Hour event or to promote Earth Hour on your channels? Contact us at earthhour@act.wwf.org.au for more information.

Thank you so much for your support!





Climate Change: What does it mean for Australia's species?

Australia is home to an amazing array of unique plants and animals. More than 80% of Australia's flowering plants, mammals, reptiles, frogs and almost 50% of our birds occur nowhere else on Earth. However, our incredible country is losing species at an unprecedented rate and climate change is a key danger.

Here are just a few examples:

Green turtles and the Great Barrier Reef

Rising sea levels are threatening Raine Island in the Great Barrier Reef, currently home to one of the world's largest nesting sites for green turtles. A recent study (supported by WWF) showed that higher temperatures in nests are causing turtle eggs to produce females. Around 99% of the green turtle population is now female, signalling a potential population crash. ⁷

Koalas

With higher average temperatures, global warming is changing the water and nitrogen content of eucalyptus leaves, the koala's only food, making them less nutritious. As a result, koalas are not getting enough water and nutrients from their natural diet and have to leave the protection of their tree-top homes, making them prone to predators and traffic.

The black-flanked rock wallaby

The black-flanked rock wallaby, which habitat includes the desert and bush in many parts of Northern and Western Australia, is highly endangered. More severe and longer droughts will result in food and habitat loss, leaving these beautiful animals with nowhere to go.

Antarctica

Antarctica is one of the fastest warming areas on the planet. The accelerated melting of Antarctica's ice sheets has contributed to global average sea levels rising, increasing the risk of coastal flooding in Australia.

The melting ice is putting pressure on Antarctica's many coastal and marine species, including penguins. A third of the Adélie penguin colonies in Antarctica could disappear in less than 50 years due to the impacts of climate change on food supply of krill and fish.





Social Media Pack

Here are some posts that you can use to generate excitement about Earth Hour! Have a sneak peek below and download all assets [here](#).

Countdown Posts

Get excited and countdown to Earth Hour 2018! Available in a range of sizes suitable for websites and social media platforms.

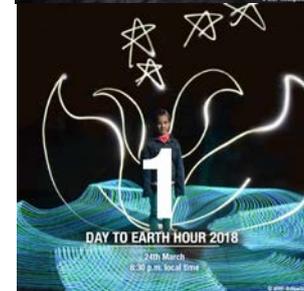
Check out some examples of countdown posts for your social media platforms or website:

7 days – One week to go until #EarthHour 2018! This Saturday, join the world’s biggest grassroots movement for climate change and #Connect2Earth. Together we can make a difference and help our planet. Register today and win a trip to the Great Barrier Reef - <http://earthhour.org.au>.

3 days – Only 3 more days until the world switches off the lights to #Connect2Earth! Are you in? More at <http://earthhour.org.au> #EarthHour #EH2018

2 days – Join millions of passionate people in 187 countries for #EarthHour2018. #Connect2Earth and make a difference this Saturday at 8.30pm. Check out <http://earthhour.org.au> to register

1 day – Only one more sleep until #EarthHour2018! Don’t forget to #Connect2Earth and switch off the lights for the planet at 8.30pm tomorrow! It’s not too late to register and show your support - <http://earthhour.org.au>.





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| <p>Switch off for Earth Hour TODAY!</p> <p>Static banners, videos and gifs are available for Earth Hour day on 24 March.</p> <p>It's Earth Hour tonight! Switch off the lights at 8.30pm local time today to #Connect2Earth and help to preserve natural wonders of Australia. Have fun and share your Earth Hour story with us - http://earthhour.org.au.</p> | |
| <p>Earth Hour Videos</p> <p>Share and spread the Earth Hour 2018 Music Video with your supporters https://youtu.be/TpzBpz9ZO_M</p> <p>Earth Hour brings people, communities and organisations together to protect Earth, our only home. Watch the world uniting and switching off the lights for a better, greener, and more sustainable future!</p> | |
| <p>Earth Hour 2018 Print-Ready Posters</p> <p>A range of print-ready posters to show your support this Earth Hour.</p> | |





#Connect2Earth on Facebook, Twitter, Instagram

Facebook cover banners, Twitter cover and Instagram posts. Animated GIFs featuring major themes for this Earth Hour - species and habitats being affected by climate change in Australia.

Hashtags are #Connect2Earth #EH18 #EarthHour

Need some inspiration for your social media posts? Check out some of our suggestions below:

Facebook

1 in every 4 Australians took part in Earth Hour last year. Let's make this year bigger and better. Switch off for the planet! #Connect2Earth #EH18

Twitter

One small step today – a huge win for our planet tomorrow! Join millions of people all over the world and share how you #Connect2Earth this Earth Hour. #EH2018

Instagram

Lights off for the planet this #EarthHour! Support millions of people in over 7000 cities and take some action for a better future for all. #Connect2Earth on Saturday, 24 March 2018 at 8.30pm local time.



That's it! Remember to tag Earth Hour on social media:

Facebook: <https://www.facebook.com/earthhoutraustralia/>

https://www.facebook.com/wwf_australia

Twitter: @EarthHour_AU @wwf_australia

Instagram: @earthhour_australia @wwf_australia

