



for a living planet®



Appendix I : Earth Hour2016 Highlights

EARTH HOUR 2016

GIVE AN HOUR FOR THE EARTH

WWF's Earth Hour 2016 will take place on Saturday 19 March at 8:30pm (local time).

What is Earth Hour?

Earth Hour is the world's largest collective environmental action, involving individuals, communities, businesses and governments across the world. This collective lights-off action sends a powerful message: that everyone wants a sustainable future.

Earth Hour Hong Kong 2016

This year we celebrate the 10th year of Earth Hour.

We only have one Earth, but currently Hong Kong people are consuming resources at a rate much greater than the Earth can regenerate them. If everyone on Earth lived a "Hong Kong lifestyle", we would need 3.1 Earths to fulfil our need for resources. Therefore, WWF would like to ask one question: what can we do today to make a bright future? Starting from lights off for one hour, we can make some changes in our daily life to create a better tomorrow!

Show your Support

Except for switching the lights off for one hour, there are a lot of things that we can do for the Earth:

- Show your support by signing up at Earth Hour website(earthhour.hk) and mobilize your family and friends to commit and work together for our Earth and our city, towards a sustainable future
- Widen the scope of Earth Hour and reduce your ecological footprint in daily life!

Please do your part for the planet and a sustainable future. We cannot do this without you. Support Earth Hour! **Please visit earthhour.hk. Sign up now to show your support.**

What is Ecological Footprint?

Over the past few decades, the world's Ecological Footprint – a measurement of mankind's demand for the regenerative capacity of our planet – has grown to alarming proportions. The latest report stated that the global Ecological Footprint is 1.5 times what the planet could provide.

In Hong Kong today, the situation is even more severe. According to the latest research by WWF and Global Footprint Network, the natural resources Hong Kong people use exceeds what is available in the territory by an astounding 540 times. This difference, called "ecological deficit", is the largest in Asia!

How can this have happened? It all comes down to our lifestyles. Over 60% of the total household Footprint comes from four categories: "Food", "Electricity, gas and other fuels", "Transport services" and "Clothing". We



all need to urgently recognize the importance of operating within the boundaries of the Earth's finite natural resources.

What can you do to reduce your ecological footprint?

Clothing: Want to relieve the problem of water scarcity for over 1.2 billion people?

The cost of your clothes goes far beyond their price tag. Cottons are thirsty crops – it takes an incredible 20,000 litres of water to make a single T-shirt and pair of jeans. That's equivalent to the amount of drinking water for 30 people that last nearly one year! Whenever you purchase a new piece of garment, think twice.

Eating: Eat wisely and treasure our food by reducing food waste

About 3,600 tonnes of food waste is dumped into Hong Kong's landfills every day. Unfortunately, a significant quantity of this food is still good quality and could benefit plenty of people in need. Let's change our eating habits and learn to appreciate food more.

Living: Treasure natural resources, recycle our furniture

According a report by the Environment Protection Department, some 14,859 tonnes of solid waste were disposed of in landfills in 2014. Some of this waste was abandoned furniture which was still usable. Try to recycle or renovate your old furniture and give a new life to them!

Traveling: Go into the nature

Get back to the nature and experience Hong Kong's incredible natural environment instead of travelling overseas or spending your holiday in a shopping mall. Don't forget to remind yourself the rules of being a responsible hiker: take public transport, pack your own water bottle while keeping the countryside clean and tidy. Also, do not destroy or relocate any plants or wildlife.

The Mission and Vision of WWF

WWF is one of the world's most experienced conservation organizations, with a network active in more than 100 countries. WWF's mission is to build a future in which humans live in harmony with nature by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and by promoting the reduction of pollution and wasteful consumption.

You can support WWF by:

Becoming a member

<https://apps.wwf.org.hk/donate/program/adopt.php?id=3&lang=2&paym=1>

Subscribing to WWF enews updates

<https://apps.wwf.org.hk/chi/enews.php>

Becoming a Facebook "fan" and following us on social media...

<https://www.facebook.com/wwfhongkong>

Corporations and organizations can also support WWF's work in a number of ways

Find out more here:

http://www.wwf.org.hk/supportwwf/corporate_support/