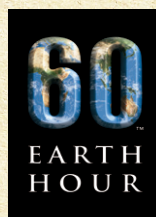




PLAYBOOK

BUSINESSES

Saturday, March 23rd 2013, 8:30pm - 9:30pm



WELCOME TO TEAM EARTH HOUR!

We're so excited to have you on our side in the fight against climate change. This is your official playbook. Inside you'll find all sorts of activities and events to run not only during Earth Hour, but beyond the hour too. So pick your favourites, recruit some teammates and above all, have fun. Go team!

wwf.ca/earthhour

WWF would like to thank our sponsors:





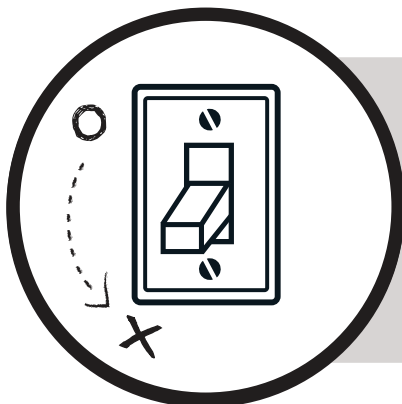
THE TEAM-UP

Want action on climate change? We want you on our team. Switch off your lights for Earth Hour and visit wwf.ca/earthhour to learn more.



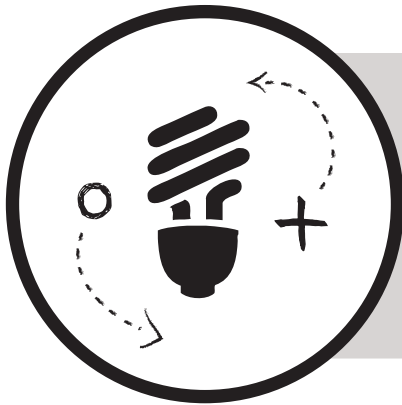
THE MOTHER SHIP

To complement your company's participation in Earth Hour, join WWF's Living Planet @ Work program (<http://atwork.wwf.ca/>). It includes access to free online tools and ideas for implementing sustainability initiatives, plus background documents on sustainability in the workplace. Not to mention fun tips and trivia!



"FLIP THE SWITCH" TRIVIA

Host a departmental energy trivia challenge and test your employees with energy-related facts and prizes. Check out the energy trivia from Living Planet @ Work. Visit <http://atwork.wwf.ca>



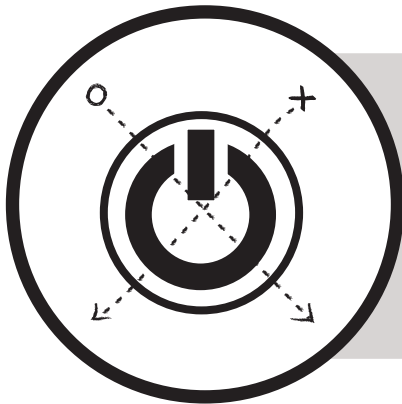
THE BULB BONANZA

Switch your office lights to high-efficiency light bulbs such as CFL or LED bulbs.



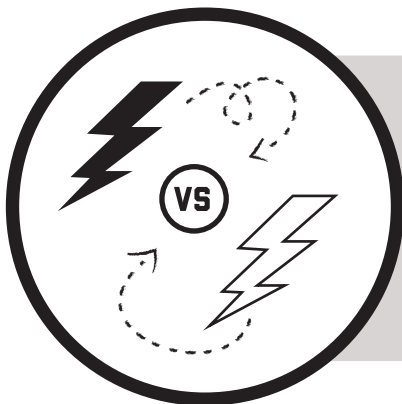
TAKING CARE OF BUSINESS

Commit to participating in Earth Hour and promote the event in your workplace with emails, a blurb in your company newsletter and Earth Hour posters. Don't forget to encourage your employees to participate in Earth Hour at home!



THE AUTOPILOT

Use automatic power management settings for office computers, monitors, printers, photocopiers or other pieces of equipment that don't need to run 24/7.



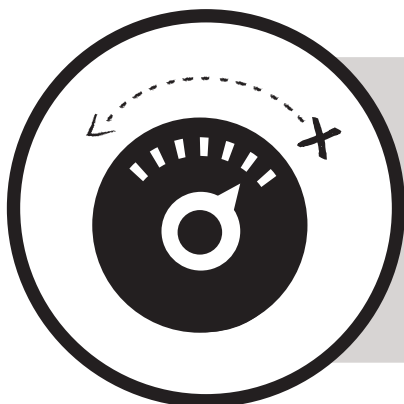
THE POWER STRUGGLE

Hold an office-wide contest to see who can remember to power down and unplug their computer, monitor and chargers the most during the week leading up to Earth Hour.



THE OUTSIDER

Hire a company to perform an energy audit at your workplace. This will help you determine areas of inefficiency and find opportunities for improvement.



THE EMPTY NEST

Talk to your office manager about installing programmable thermostats, light sensors and occupancy sensors that will reduce your heating, cooling and lighting consumption whenever the office is unoccupied.



GREAT EXPECTATIONS

With the help of WWF and Living Planet @ Work resources, work with your office manager, landlord and other stakeholders to set energy reduction targets. Communicate these targets to all stakeholders and announce when milestones have been reached. <http://atwork.wwf.ca/>