

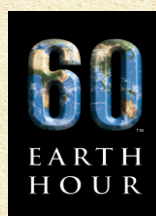


# PLAYBOOK

---

# UNIVERSITIES

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](http://wwf.ca/earthhour)

*WWF would like to thank our sponsors:*



# ★ EARTH HOUR PLAYS ★



## 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](http://wwf.ca/earthhour) to learn more.



## THE WEEKEND WARRIOR

Spend a bit of your weekend spreading the word about Earth Hour. Put up posters and hand out flyers or other WWF resources around campus.



## THE YOU-NION

Contact your student union to see what they're doing for Earth Hour. No plans yet? Get them involved!



## THE SOCIAL BUTTERFLY

Talk to your friends! Make sure everyone hears about Earth Hour:

### Post it on Facebook:

- Change your status to let your friends know you're participating.
- Change your photo to one of you in the dark.
- Start a group where people can pledge to turn out the lights for Earth Hour and see how many you can get to join.

### Tweet it:

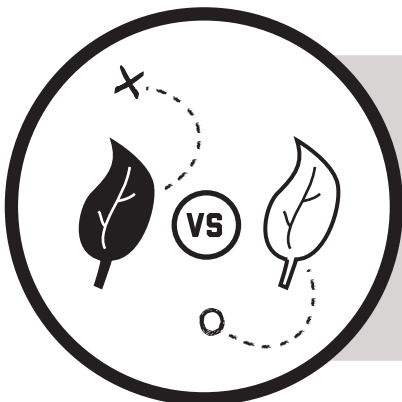
- Tweet pictures of you and your friends in the dark.
- Tweet out a countdown to #EarthHour.
- Follow us for the latest news @WWFCanada and @EarthHourCanada

**Be a joiner! Check your university clubs list to find clubs that may be participating in Earth Hour.**

**Can't find an existing club that is participating? Contact members or the club executive on the campus energy or eco-clubs and try to convince them to participate.**

**Already in a club? Get it involved by making a pledge. Use posters and other resources to spread the word around campus.**

**Want to start your own club? Talk to the student union on your campus about how to get started and possible funding available.**



## THE DOUBLE-DOG DARE

Challenge the people in your residence or department! See who can reduce their kilowatt hours the most or raise the most funds for WWF before Earth Hour!



## THE A+

Get your class involved! Talk to your classmates or faculty about getting involved as a group. Can you convince your entire department to take action on Earth Hour?

- Practice public speaking: Make a short announcement at the start or finish of your classes.
- Ask faculty members to put a poster on their office doors.
- Put posters on the department announcements board.
- Does the department have a website? Talk to the department secretary about putting up a link to Earth Hour information or one of the downloadable web banners.



## THE RESIDENCE ROUNDUP

Get your residence involved! Talk to the advisory board, resident assistants, or student life team at your residence and see what they can do to spread Earth Hour awareness.

Plan a residence bonfire night.

Plan some fun in the dark:

- Organize a murder mystery game.
- Lead a candle-lit guitar sing-along.
- Start a flashlight-powered hide-and-go-seek game or scavenger hunt.
- Host a non-electric games night.
- Set up a beeswax candle making session.
- Attend a candle-lit yoga class.
- Organize a candle-lit letter-writing class to your political representatives.



## THE FINAL FRONTIER

Know a little something about astronomy? Plan a guided tour to check out the night sky at its best - when all the lights are out!



## THE DINE AND SHINE

Talk to restaurants on your campus and residence about holding special candlelight dinner events to promote Earth Hour awareness.



## THE HUM AND STRUM

Get together the best student bands on campus and plan an acoustic outdoor concert. Download lyrics to the Team Earth Hour Anthem at [wwf.ca/earthhour](http://wwf.ca/earthhour).



## THE LUCKY NUMBER

Plan a raffle to raise money for WWF and use it to spread awareness before the event.



## THE SHAKE-IT-UP-SPEARE

Work with the theatre department to plan a play using traditional stage lights: candles!



## THE CAMPUS CRACKDOWN

Talk to facilities management about how lights around campus can be turned off during Earth Hour, or about other power-saving possibilities:

- Can the campus use automatic power management settings for computers, monitors, printers, photocopiers or other pieces of equipment that don't need to run 24/7?
- Can the campus install programmable thermostats, light sensors and occupancy sensors that will reduce heating, cooling, and lighting consumption on evenings, weekends, or whenever the office is unoccupied?



## THE DORM DOUBLE-DOWN

Talk to residence authorities about turning down the lights for Earth Hour and about changing light bulbs to efficiency light bulbs such as CFL or LED bulbs.



## THE ACT-MINISTRATION

Lobby your school administration to take action (e.g. ban plastic bottles on campus, switch to renewable energy, source only sustainably sourced seafood on campus).



## THE CALLING

Hold a green job fair on campus to help people find positions that complement their passion for the environment.



## POLITICAL PROWESS

Get students to send the Prime Minister postcards supporting the development of renewable energy in Canada.





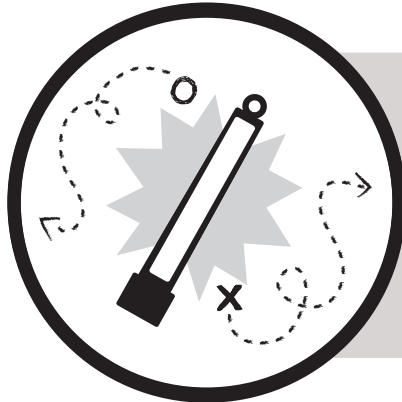
## THE GREAT DEBATE

Hold a debate on the single most effective way your school can tackle climate change.



## THE POWER-DOWN POTLUCK

Host a potluck dinner. Encourage people to use 'non-cook' foods, and eat dinner by candlelight!



## THE GLOW WORM

Have a glow-in-the-dark party! Tell your guests to wear their favourite 80s or neon outfits, and give out glow sticks and stickers.



## THE POWER DOWN-WARD DOG

Host a yoga-in-the-dark session. It's a great time for meditation and self-reflection- in the dark!