



UNIVERSITY OF THE PHILIPPINES
Quezon City

OFFICE OF THE PRESIDENT

MEMORANDUM NO. TJH 2017-03

DATE: 17 March 2017

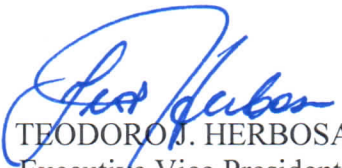
TO: All Units

SUBJECT: **Invitation to Participate in the Earth Hour 2017**

In support of efforts to promote action on climate change, I invite all units, students, faculty, and staff to participate in this year's Earth Hour. On 25 March 2017 (Saturday) from 8:30pm to 9:30pm, I encourage you to switch off or dim non-essential lights in our facilities. We also encourage you to support the Earth Hour in your own homes.

To go beyond this one-hour effort, I also encourage you to explore and engage in the different activities in the University on energy conservation, environmental protection, and action on climate change.

Attached is the letter-invite from World Wide Fund for Nature (WWF) for your reference.


TEODORO J. HERBOSA
Executive Vice President

SHINE A LIGHT ON CLIMATE ACTION

EARTH HOUR 2017

60+
EARTH HOUR



March 16, 2017

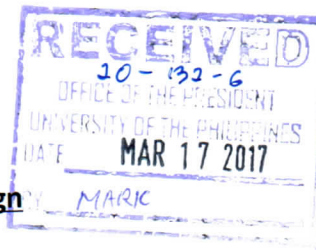
ATTY. DANILO L. CONCEPCION
President / College of Law and Executive Director
University of the Philippines

Dear Atty. Concepcion:

Re: Invitation to Be Part of WWF's Earth Hour 2017 Campaign



University of the Philippines
Office of the Secretary of the University
Administrative Section



RECEIVED BY:

Card

Date: 16 MAR 2017

Ref. No.:

Warm greetings from the World Wide Fund for Nature Philippines!

The World Wide Fund for Nature (WWF) is the world's largest and most experienced conservation organization, operating in over 100 countries through the support of over 5 million people worldwide. WWF- Philippines helps communities adapt to climate change, secure food and water sources, conserve local ecosystems and species, minimize ecological impacts of development and promote renewable sources of clean energy.

Among WWF's most successful global campaigns is Earth Hour, which since its inception has captured the world's imagination by becoming a global phenomenon. Earth Hour 2016 was participated by 178 countries and inspired over 18 million Filipinos to switch off their lights for the planet.

On 25th March 2017, the Philippines will once again join the global community in celebrating the 10th year anniversary of **Earth Hour**, with cities and towns all over the world switching off their lights from **8:30 PM – 9:30 PM** sending an even stronger message to take action on global warming.

This year, Earth Hour continues to encourage everyone to help *shine a light on climate action*, helping spread a new era of climate awareness that started when the world came together and agreed on a global climate deal in Paris last 2015. As the Philippines targets an emissions reduction of seventy per cent (70%) by 2030, this global campaign will visually present the need for every Filipino to take action today as climate change affects people of all ages, backgrounds and cultures.

In this light, we are inviting you to be our partner again for **Earth Hour 2017** and broaden public participation in this year's holding of Earth Hour. In particular, may we invite you to encourage all to:

THIS EARTH HOUR, SHINE A LIGHT ON CLIMATE ACTION.
Switch off your light and switch on your social power at earthhour.org

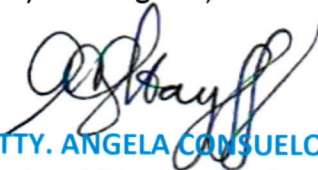
1. Switch off or dim their non-essential lights, including streetlights, signages and key monuments, during this global 'lights out' event on Saturday, 25 March at 8:30pm for one hour.
2. Release a Memorandum inviting your employees and constituents to join and be part of Earth Hour 2017.
3. Promote the Earth Hour 2017 to your officers, staff, employees, constituents and students.
4. Document your own Earth Hour event and send to WWF, which shall upload the photos online to showcase endeavors to celebrate Earth Hour 2017 around the country. You can also join Earth Hour 2017 event page: <https://www.facebook.com/events/192868844529364/> hosted by WWF-Philippines and post photos of your participation.
5. Mobilize the private sector within your jurisdiction to support Earth Hour by switching off their signage lights or some of their lights in their facilities, as their operations/business will allow
6. Pledge to go "*Beyond the Hour*" and help "*Shine A Light on Climate Action*" by publicly promoting renewed ways/practices/programs of initiating change, which can include environmental projects/actions that the offices and individuals are willing to undertake throughout the year.
7. Log in and register support at the Earth Hour Pilipinas website via www.wwf.org.ph/earthhour.

This partnership will be a major contribution to the success of the event and more importantly, it will support our vision of "going beyond the hour" when Filipinos take action against climate change from this hour and beyond. Attached is a campaign overview for your further reference.

We will follow up with your office for your interest in partnering with us for this endeavor. For inquiries and more information, please feel free to get in touch with us anytime at these numbers: **Tel: 920-7923/26/31 loc 12 or 17** and email at earthhour@wwf.org.ph

Thank you very much for your enthusiasm and commitment. With your support, we look forward to another victorious hour!

Very best regards,



ATTY. ANGELA CONSUELO S. IBAY

National Director, Earth Hour Pilipinas
Head, Climate Change & Energy Unit
WWF-PHILIPPINES

For more information on Earth Hour, please visit:

<https://www.earthhour.org/celebrating-earth-hour>
www.facebook.com/wwf.philippines,
www.twitter.wwf.org.ph/wwf_philippines
www.wwf.org.ph/earthhour