



## Appendix I : Earth Hour2017 Factsheet

# EARTH HOUR 2017

## For A Solar Powered City

WWF's Earth Hour 2017 will take place on Saturday 25 March at 8:30pm local time.

### What is Earth Hour?

Earth Hour is the world's largest collective environmental action, bringing together individuals, communities, businesses and governments across the world. This worldwide collective "lights-out" action sends a powerful message: everyone wants a sustainable future.

### Earth Hour Hong Kong 2017

The amount of energy we consume has a strong and inevitable connection with climate change. In Hong Kong, we may live in enviable material comfort, but our consumption-oriented lifestyles mean that we are exceeding the limits of our planet – Earth simply does not have enough resources to meet our level of consumption.

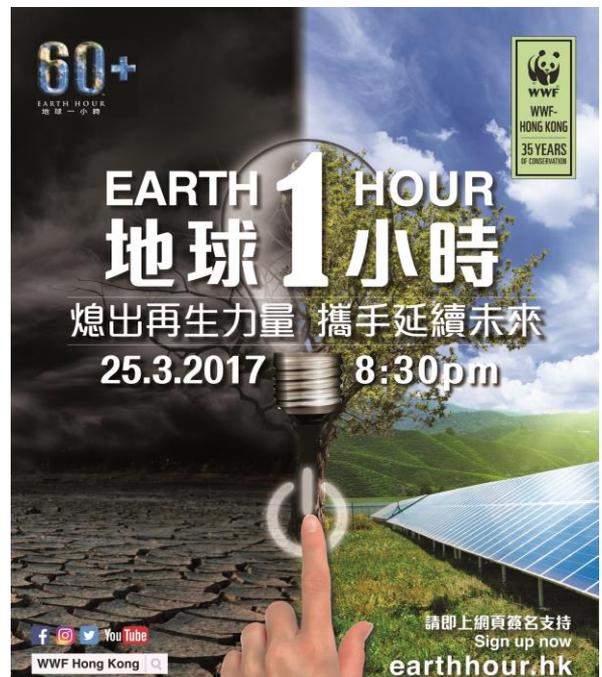
Our planet is in crisis, but there are many things we can do about this situation.

For Earth Hour 2017, WWF-Hong Kong is seeking to raise awareness about how we contribute to climate change and how we can be part of the solution by supporting renewable energy development. Starting from today, let's take action to build a future in which people live in harmony with our planet!

### Show your support

Besides switching off your non-essential lights for one hour, there is much more you can do for the Earth:

- Show your support by signing up on the Earth Hour website ([earthhour.hk](http://earthhour.hk)) and mobilize your family and friends to work together to create a sustainable future for our city and our planet
- Take an extra step and increase your use of renewable energy
- Make a collective effort to live a sustainable lifestyle



together possible™

- Share your “lights out” stories on social media using the hashtags **#EarthHourMoment** and **#earthhourhk**

Do your part to create a sustainable future for our planet – we can’t do this without you! Support Earth Hour by making your pledge on [earthhour.hk](http://earthhour.hk) today!

### **Help turn Hong Kong into a sustainable low carbon city**

Despite our small size, Hong Kong is an advanced, wealthy city with ample resources and the technology to devise forward-looking energy efficiency strategies. But when it comes to mitigating carbon emissions, we lag some distance behind other developed cities and countries.

Fossil fuels are the major component of our power generation fuel mix, with less than one per cent of this mix generated by renewable energy. The average amount of carbon emissions we generate per unit of electricity is much larger than other developed cities like New York, London and Singapore.

To fulfil our obligations in the battle against climate change, Hong Kong needs to change.

#### Carbon emissions reduction plan and renewable energy development

Energy-saving technology has been recognized by the Intergovernmental Panel on Climate Change as the most environmentally-friendly and cost-effective way to reduce carbon emissions.

With an ambitious carbon reduction plan and an increase in renewable energy sources like solar power and wind power, Hong Kong can cut our use of fossil fuels and reduce our carbon emissions by 41 per cent by 2030.

Meanwhile, stimulating the development of our domestic renewable energy market will not only benefit our environment, it will also relieve our dependency on energy imports and make our city more sustainable.

#### Start living a sustainable lifestyle

The latest Hong Kong Ecological Footprint figures show that if everyone on Earth were to live the lifestyle that Hong Kong people do, we would need 3.9 planets to meet our resource needs. At work, at home and everywhere in between, every decision we make in our daily lives – whether it is turning off appliances rather than putting them in standby mode, driving less and taking public transport, or choosing energy-efficient home appliances – can help make our lives more sustainable and reduce our impact on the planet.

The process of living a sustainable lifestyle begins with understanding our own consumption habits. Before making every choice, try to learn more about your actions. Ask questions: Where does this product come

from? How did it get here? How much electricity do we consume in our household? Attaining a sustainable lifestyle does not have to be difficult – even little steps can create positive change for the future of our planet.

### **The Mission and Vision of WWF**

WWF is one of the world's most experienced and respected 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=50&lang=1&paym=1&appealNo=17WBP019-Website>

- Subscribing to WWF's eNews updates

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

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

- Becoming a Facebook fan and following us on social media

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

<https://www.instagram.com/wwfhk/>

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

Find out more here: [http://www.wwf.org.hk/en/your\\_support/corporate\\_support/](http://www.wwf.org.hk/en/your_support/corporate_support/)