



March 6, 2015

MEMORANDUM CIRCULAR

No. 2015 - 25

TO : ALL PROVINCIAL GOVERNORS, CITY AND MUNICIPAL MAYORS, PUNONG BARANGAYS, DILG REGIONAL DIRECTORS, THE REGIONAL GOVERNOR OF THE ARMM, AND OTHERS CONCERNED

SUBJECT : OBSERVANCE OF EARTH HOUR 2015 AND SUPPORT TO EARTH HOUR BLUE

Earth Hour is an annual global campaign to show support for environmentally sustainable actions to combat climate change, spearheaded by the World Wide Fund Philippines (WWF-Philippines). The event encourages individuals, businesses and governments to make changes to facilitate a low-carbon lifestyle.

This year, Earth Hour will be held on **Saturday, March 28, 2015, from 8:30 PM to 9:30 PM**. In this connection, **all Local Chief Executives** are again encouraged to observe Earth Hour 2015 by undertaking activities such as, but not limited to, the following:

- Inviting their respective constituents to participate in Earth Hour 2015;
- Promoting Earth Hour 2015 using various communication channels, including official websites, newsletters, banners, streamers, tarpaulins or social media;
- Switching off or dimming non-essential lights, including streetlights, signages and key monuments during the global 'lights out' event on Saturday, for one hour;
- Documenting their Earth Hour events and sending the pictures and videos to WWF, which shall upload the photos online to showcase endeavors to celebrate Earth Hour 2015 around the country;
- Pledging to go "Beyond the Hour" and be a Climate Champion by publicly promoting renewed ways, practices or programs which initiate change, such as environmental projects or actions that the offices and individuals are willing to undertake throughout the year; and
- Registering support by logging in at the Earth Hour Pilipinas website www.wwf.org.ph/earthhour.

Aside from the usual switch-off event, the Earth Hour global community will also continue **Earth Hour Blue**, the first crowdfunding platform for the planet launched last year, which allows individuals to fund environmental and social projects of their choice through an online donation. For this year's crowdfunding initiative, WWF-Philippines is urging the world to support, "**The Gift of Light: Lighting Up an Off-Grid Community in the Philippines,**" which aims to distribute solar lamps to fish ranchers and seaweed farmers in Beton, an off-shore community in Taytay, Northern Palawan.



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For inquiries and more information, all concerned may get in touch with WWF-Philippines at (632) 920-7923/26/31 local 17 or 19 and email at earthhour@wwf.org.ph.

All DILG Regional Directors and the Regional Governor of the ARMM are hereby directed to cause the widest dissemination of this Memorandum Circular to all local authorities within their jurisdictions.


MAR ROXAS
Secretary



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