



DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

DILG-NAPOLCOM CENTER, Quezon Avenue corner EDSA, Diliman, Quezon City

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“Matino, Mahusay at Maaasahan”

February 28, 2018



**MEMORANDUM CIRCULAR
NO. 2018-22**

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

SUBJECT : OBSERVANCE OF EARTH HOUR 2018 ON MARCH 24, 2018 FROM 8:30-9:30 P.M., AT THE CCP MAIN GROUNDS IN MANILA

The Philippines will observe this year's **Earth Hour** mainly at the CCP grounds in Manila to join the global Earth Hour movement, with cities and municipalities all over the world switching off lights from 8:30 P.M. to 9:30 P.M of March 24, 2018. This action is expected to send stronger message to everyone to take part in protecting our planet's biodiversity from the devastating effects of climate change. As a signatory to the 2015 Paris Climate Agreement, the Philippines' participation in the global campaign highlights the need for every Filipino to take action today as climate change continues to threaten our country's biodiversity and our way of life.

In this connection, all Provincial Governors, City Mayors, Municipal Mayors and Punong Barangays are enjoined to support the Earth Hour 2018 movement by way of:

1. Encouraging all local officials, personnel and constituents to observe the Earth Hour on March 24, 2018 (Saturday);
2. Switching off lights during the Earth Hour, including streetlights, signages and key monuments and in public areas during this global "lights out" event;
3. Mobilizing the private sector to support Earth Hour by switching off their signage lights or some of their lights in their facilities, as their operations/business will allow;
4. Documenting your own Earth Hour event and send to World Wide Fund for Nature (WWF, or through www.wwf.org.ph/earthhour) or upload on line and add social media hashtags *#EarthHourPH2018* and *#Connect2Earth* to showcase endeavors to celebrate Earth Hour 2018 around the country, or may join *WWF-Philippines' Earth Hour 2018 event page: <http://bit.ly/EarthHourPH2018> which will be up by March 1, 2018*; and
5. Pledging to go "Beyond the Hour" 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.

All DILG Regional Directors and the DILG-ARMM Regional Governor are also directed to cause the widest dissemination of this Memorandum Circular to LGUs within their respective areas of jurisdiction.


EDUARDO M. AÑO
Officer-In-Charge, DILG



THIS
EARTH HOUR
#CONNECT2EARTH



SWITCH OFF AT
24 MARCH 2018
8:30PM



February 8, 2018

SECRETARY EDUARDO M. AÑO

Officer-In-Charge

DEPARTMENT OF INTERIOR AND LOCAL GOVERNMENT (DILG)

Dear Sec. Año:

Re: Invitation to Be Part of WWF's Earth Hour 2018 Campaign

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 the annual Earth Hour. Starting as a symbolic lights out event in Sydney, Australia in 2007, WWF's Earth Hour has grown to become the world's largest grassroots movement for the environment, inspiring individuals, communities, businesses and organizations in more than 180 countries and territories to take action for our shared home. From our forests to our oceans, we have achieved many amazing things for our planet's climate and its biodiversity - showing us that together, anything is possible.

This year, Earth Hour's theme moves us to a respond collectively and #Connect2Earth as we help strengthen awareness on biodiversity and climate action. On **24 March 2018**, the Philippines will hold this year's Earth Hour at the CCP main grounds in Manila joining the global Earth Hour movement, 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 and protect our planet's biodiversity from the devastating effects of climate change.

As a country signatory to the 2015 Paris Climate Agreement, the Philippines' participation in this global campaign highlights the need for every Filipino to take action today as climate change continues to threaten our country's biodiversity and our way of life.

In this light, we are respectfully inviting you to be our partner again for Earth Hour 2018 and continue to broaden public participation in this year's holding of Earth Hour. As a partner, we seek your help in advocating this campaign and to:

1. **Release a Memorandum inviting ALL the local government units (LGUs) to join and be part of Earth Hour 2018.** Promote the Earth Hour 2018 to you officers, staff, employees and constituents.

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2. During the Earth Hour on March 24, 2018, Saturday, from 8:30PM to 9:30PM, please switch off or dim non-essential lights, including streetlights, signages and key monuments and nearby public areas during this global 'lights out' event.
3. 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.
4. Document your own Earth Hour event and send to WWF, upload your Earth Hour photos online and add social media hashtags **#EarthHourPH2018** and **#Connect2Earth** to showcase endeavors to celebrate Earth Hour 2018 around the country. You can also join **WWF-Philippines' Earth Hour 2018 event page: <http://bit.ly/EarthHourPH2018> which will be up by March 1, 2018** and post photos of your participation.
5. Pledge to go "*Beyond the Hour*" and help 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.

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" encouraging more Filipinos to be biodiversity and climate action advocates. **Attached is a campaign overview for your further reference.**

This Earth Hour, join us together with your constituents and stakeholders on a journey to spark never-before conversations as we #Connect2Earth as one big community. Let's show our love for our planet and let's make Earth Hour 2018 the biggest one yet! Thank you very much for your commitment and solidarity. With your valuable support, we look forward to our successful partnership.

We will follow-up with your office with regard to this partnership as we continue our partnership for this us worthwhile endeavor. For inquiries and more information, please feel free to get in touch with us anytime at these numbers: Tel: (632) 920-7923/26/31 loc. 17 and email at earthhour@wwf.org.ph

Respectfully yours,



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>
<https://wwf.org.ph/what-we-do/climate/earth-hour/>
www.facebook.com/wwf.philippines
www.twitter.wwf.org.ph/wwf_philippines