

**BOY SCOUTS OF THE PHILIPPINES**  
NATIONAL OFFICE  
MANILA

3 February 2015

**NATIONAL OFFICE MEMORANDUM**

No. 09

Series of 2015

**TO :** Regional Scout Directors, Council Scout Executives and Officers-In-Charge

**SUBJECT :** **2015 EARTH HOUR CELEBRATION**

1. The Boy Scouts of the Philippines on its **5<sup>th</sup> Year of active participation** to this world event enjoins all Local Councils, Scouts and Scout Leaders to organize and/or participate in the upcoming **2015 EARTH HOUR CELEBRATION on 28<sup>th</sup> March 2015 (Saturday) 08:30 PM** local time.
2. This event aims to increase the level of awareness among communities and be able to adapt to climate change, learn and switch to clean sources of renewable energy, infuse sustainability and send an even stronger message to our society to **take positive action against global warming.**
3. The Earth Hour is a worldwide grass-roots movement under World Wildlife Fund ([www.wwf.org](http://www.wwf.org)) for the planet that engages a massive mainstream community on a broad range of environmental issues. The event is held worldwide towards the end of March annually, encouraging individuals, communities' households, businesses, government agencies and private corporations to **turn-off their non-essential lights for one (1) hour** as a symbol for their commitment to save the planet.
4. Scouts and Scout Leaders are encouraged to bring the campaign viral to all social media platforms in the internet using facebook, instagram, twitter, linkedin, google and the like, while at the same time easily access and download graphics and visuals such as posters, banners and logos for your own Scout groups via <http://www.earthhour.org/earth-hour-starter-kit>.
5. You may take your **2015 Earth Hour Scout Selfies and Groupies** and change your facebook cover photo and profile while wearing your **Scout Neckerchief** and use the following hashtags **#2015earthhourscoutselfie**, **#2015earthhourscoutgroupie**, **#2015earthhourMoPservicehour** and **#2015earthhourMoPserviceproject**
6. Scouts with "**Messengers of Peace**" profile account at [www.scout.org](http://www.scout.org) are advised to create their stories and share pictures of your **2015 EARTH HOUR CELEBRATIONS** as well as to help contribute to our "**Service Hours**" and "**Service Projects**" at scout.org.
7. In the past years, **Local Councils** were invited by various **SM Supermalls** in their areas nationwide and participated in their **Symbolic Switch-Off & Candle Lighting Ceremony** and the **Signing of the Earth Hour Commitment Wall**. For further information, all concerned are advised to coordinate with the SM Supermalls in your respective areas.
8. Scout Troops, Senior Scout Outfits and Rover Circles may opt to organize their Local Events in schools and communities by holding an Earth Hour Symposium (Climate Change and Global Warming), Film Showing about Global Warming and Climate Change, Scout Youth Forum, Slogan, Logo and Poster Making during their Unit and Sub-Unit Meetings.
9. This activity is included in the Framework of the **World Scout Environment Programme** Guidelines B – Explore and Take Action per **National Office Memo No: 42 series of 2011.**
10. For more information you may visit their website at <http://www.earthhour.org/>
11. For guidance and wide dissemination of all concerned.

  
**WENDEL E. AVISADO**  
SVP and Acting Secretary General