



Boy Scouts of the Philippines

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19 February 2020

NATIONAL OFFICE MEMORANDUM

No. 16

Series of 2020

To : National Office Directors and Executives
Regional Scout Directors and Executives
Council Scout Executives and Officers-In-Charge
All Others Concerned

SUBJECT : BSP SUPPORTS EARTH HOUR 2020: RAISE YOUR VOICE FOR NATURE
#CONNECT2EARTH #EARTHHOUR2020



1. **Background and Rationale.** As part of our continuing commitment to help save planet Earth, Boy Scouts of the Philippines is pleased to announce its **10TH YEAR OF ACTIVE PARTICIPATION** to this world event and encourage all Scouting Units, Sponsoring Institutions, District Scouting Committees, Local Councils and Regional Offices to plan, organize and/or participate in the upcoming **2020 EARTH HOUR CELEBRATION** on Saturday, **March 28, 2020** from **08:30 to 09:30 PM** local time.

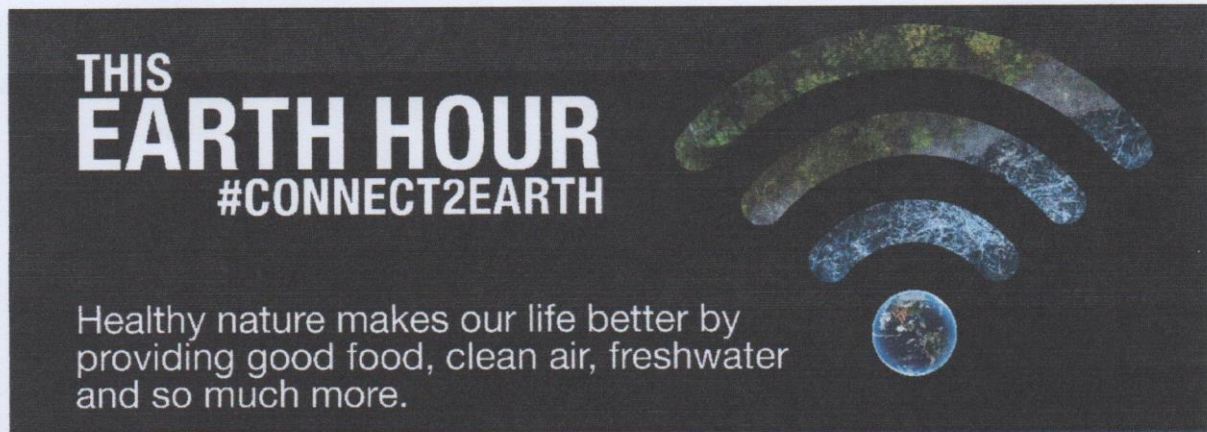
2. **Aim and Objectives.** The event aims to disseminate information, create awareness and increase the level of involvement of people in the communities in an on-going challenge to tackle and adapt to climate change and be able to mitigate the harmful impact of global warming. It further seeks to encourage communities, industries and other stakeholders to learn alternative sources of clean and renewable energy, promote the practice of responsible consumption and production, create more sustainable cities and communities towards positive climate action.

Earth Hour, organized by WWF, is a global grassroots movement uniting people to take action on environmental issues and protect the planet. Engaging a massive mainstream community, Earth Hour was famously started as a lights out event in Sydney, Australia in 2007. Since then, it has grown to engage millions of supporters in more than 185 countries and territories, inspiring individuals and organizations worldwide to take action for the environment, and driving major legislative changes by harnessing the power of the crowd. As the movement grows, the **one-hour lights out event** continues to be the symbol of a broader commitment toward nature and our planet.

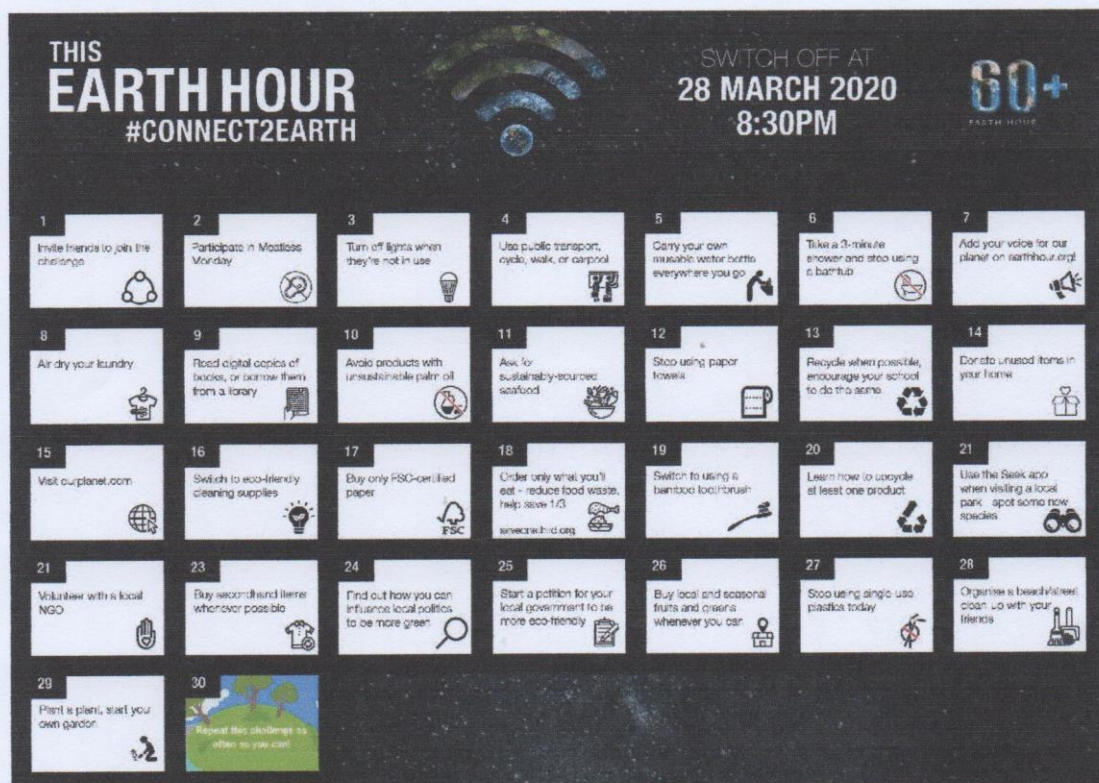
3. **Take Action.** You can join us and take action. Scouts and Non-Scouts, Youth and Young People from different groups and association are enjoined to plan, organize and/or participate in the symbolic **Switch-Off Event for 2020 Earth Hour Celebration** on **28 March 2020** in various SM Malls and Ayala Malls nationwide from **08:30 to 09:30 PM** local time.

4. **Campaign.** Let your voices be heard! Scouts Creating a Better Communities! Share your Earth Hour activities and locally organized events to your Social Media Platforms, especially in Facebook, Twitter, Instagram and YouTube. Use our official hashtags to measure our digital engagement and social media impact **#Connect2EarthPh** **#EarthHour2020Ph** **#Scouts4SDGs** **#MessengersofPeacePh**.

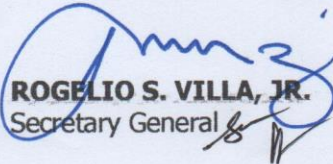
Change your Facebook Cover Photo for the whole month to support the advocacy.



5. **Share Your Stories.** Inspire and motivate other Scouts to replicate and do the same activities and best practices in your Local Councils, Sponsoring Institutions and Scouting Units by sharing your stories with action pictures with brief description at www.scout.org and www.scds.scout.org. You may send copies of your report to **Mr. David Dominic M. Lanuza** of the Public Relations and Communications Office thru email at daviddominic.lanuza@gmail.com or you may reach him at (02) 527-8317 loc. 532. Do not forget to visit our official website at www.scouts.org.ph and our official social media accounts on Facebook <https://www.facebook.com/bspNHQ/> and Twitter <https://twitter.com/scoutspsh>
6. **Period of Action.** For all KAB, Boy, Senior and Rover Scout Units, here is the action checklist for your groups to (✓) on weekly activities for the entire month of March until our main event on the 28th for the simultaneous Switch-Off.



7. All concerned are enjoined to promote the **2020 Earth Hour Celebration**, either before or after your respective Scouting events and observances nearest to **28 March 2020**, particularly in the Unit and Sub-Unit Activities for the KID, KAB, Boy, Senior and Rover Scout Sections, as well as the Community-Based Scouting Units by involving your respective Commissioners at all ranks and levels to help assist in the planning of activities in the Schools, Districts, Councils and Regions.
8. For Earth Hour related materials, program and references you may visit www.earthhour.org
 - a. 2020 Earth Hour Videos - <https://www.youtube.com/watch?v=NB1ZNpGKi2g>
 - b. Frequently Asked Questions - <https://www.earthhour.org/faqs>
9. Enclosed herewith is the list of **2020 Earth Hour Suggested Activities** for your easy reference.
10. For information, guidance and widest dissemination of all concerned.


ROGELIO S. VILLA, JR.
Secretary General

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EARTH HOUR
28 MARCH 8:30PM



**RAISE YOUR VOICE
FOR NATURE**
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A new role for Earth Hour

Starting as a symbolic lights out event in Sydney in 2007, WWF's Earth Hour has grown to become the world's largest grassroots movement for the environment. It's been more successful than we ever imagined - inspiring individuals, communities, governments, businesses and organizations and reaching more than 180 countries and territories in 2019. While climate change remains a vital issue for our planet, we must put the spotlight now on the accelerating loss of nature and the threats this poses to us all.

We need more engagement across different audiences to generate and galvanize attention for the values of biodiversity and nature, in a similar way to what was achieved with climate change. And we need the Earth Hour movement to play a key role.

Earth Hour 2020 is a key time to ask people to raise their voice and make nature matter. During the lead up to and on the night of Earth Hour on 28 March 2020, we are asking people around the world to stand in solidarity to show the world they care about the future of our planet.

Nature is in crisis like never before. The rate of global loss of nature during the past 50 years is unprecedented in human history. And yet, intact natural systems are imperative to all our futures. Nature not only benefits us by providing our food, water and clean air, it is also a key ally against climate change.

Earth Hour 2020 on Saturday 28 March from 8:30 p.m. to 9:30 p.m. in your local time zone is an amazing opportunity for you to start changing the planet for the better!

Why nature matters!

Too few people currently understand the vital importance of nature – and the huge threats it faces. For some people, nature feels distant and unimportant. Millions of people who live in cities may only experience nature on a screen and remain disconnected and unaware how nature is impacting and underpinning their lives. Some examples of why nature matters are obvious: the air you breathe, the water you drink and the food you eat all ultimately rely on nature. But others are less obvious: nature underpins the production of the most common goods and much of our way of life (products from coffee to cotton rely on biodiverse environments) and nature also provides millions of people with their livelihoods. Crucially, nature is also a key solution to counteracting climate change. According to a landmark UN report, we have only 12 years to avoid runaway global warming. Nature provides an immediate, cost effective, scalable and durable solution to climate change. And yet we seem to value it so little.

Without recognising its benefits, people have taken more and more from nature, with human activity



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altering landscapes and ecosystems beyond recognition; polluting waterways, filling the oceans with plastic waste and destroying biodiversity on an unprecedented scale.

It's vital that we reverse this loss of nature. And it's vital that we restore the rich biodiversity - the variety of life on Earth and places where they live - that underpins a healthy natural world.

This Earth Hour, we need everyone who understands this vital truth to **help spark millions of conversations** and elevate nature loss to a global audience. We must stop the destruction of nature on which our health, happiness and prosperity depend.

About #Connect2Earth

Connect2Earth is a global campaign designed to spread the message as to why nature matters.

Together, we hope to create a movement of people around the world who are speaking up to tackle the dual challenge facing the planet - climate change and the loss of nature.

By creating assets on key days throughout the year, WWF work to facilitate conversations about nature, raise awareness on the values of biodiversity and inform people of the steps they can take to conserve and use it sustainably.

WWF has partnered with United Nations Convention on Biological Diversity (CBD) to create connect2earth.org. It is a new platform designed to share ideas and tools to push for action and change. You can download open source assets to be used for your Earth Hour activities as well as for other future events.

What can you do to help?

There are lots of things you can do to show your support on and around the hour. You are part of our future and the steps you take now can inspire others and start creating a better environment for everyone.

- Download our Education specific assets, this kit includes:
 - Awareness videos highlighting the importance of nature and how kids perceive nature which is also available on our YouTube playlist - [Kids Webisodes YouTube playlist](#)
 - An [action calendar](#) with daily actions for a month



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- [Social media frame cut-outs](#) and other [photo booth props](#) for use in class or during events
- A [poster template](#) for promoting Earth Hour within your schools, universities etc.
- A [Wild Wisdom Quiz](#) for use in classroom activities or on the night events
- This pack also contains the above files for your ease. As some of these are large files we have included previews. To access the full size files and working files for language adaptations please visit our [googlesite](#).
- Add your voice to our global petition at www.earthhour.org/voice
- Change your Facebook profile picture to the Earth Hour Facebook frame, we have four to choose from!
 - [I'm raising my voice for Earth](#)
 - [I'm raising my voice for Climate](#)
 - [I'm raising my voice for Nature](#)
 - [I'm raising my voice for the Planet](#)



- Set up an Instagram Countdown to Earth Hour ([Short tutorial](#) on how to set this up)

Earth Hour Event Ideas:

- Gather your friends and participate in your local Earth Hour event
 - Check out Earth Hour events near you at <https://www.earthhour.org/attend-an-event>



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- If you are interested, consider volunteering together for the event!
- Encourage your friends to be more sustainable through a social media challenge
 - Example of a challenge could be a dare; e.g. I will not eat meat for one month if you give up single-use plastics for a week
 - Share your experiences on social media to raise awareness on sustainability issues
- Organize a swapping event among your friends
 - E.g. Book swap, Clothes swap etc.
 - If possible, try engaging your entire community as well!
- Go for a walk in a park with your friends and engage in some nature art
 - E.g. Drawing the shapes of leaves you see etc.
- Go forest-bathing with your friends! Read up more here:
<http://time.com/5259602/japanese-forest-bathing/>
 - Try leaving behind your phones and electronic gadgets!
- Glow-in-the-dark Scavenger Hunt → Group yourselves into team and have a super thrilling Glow in the Dark Scavenger Hunt with a pack of Glowsticks with connectors, bright coloured fun tapes, scavenger hunt printables. Take this hunt a step further by using organic glow in the dark paints or makeup to draw your team symbol on your face!
- Earth Day Minute-To-Win-It → Come up with 60-second challenges using recyclable materials such as paper, cans and plastic bottles and group yourselves in teams to pit against each other for the championship!
- Eco-fashion Show → Start your very own Eco-fashion show with your group. Let creativity run wild and design the most extravagant costume with recyclable materials! End it off with a runway walk to showcase everybody's fashion pieces
- Night Cycling → Embark on an exciting experience by organising a night cycling event with your group. Plan your perfect route to get a picturesque view at night coupled with the fresh sea breeze and enjoy immersing yourself in nature.



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Beyond the Hour

- Attend upcycling workshops together and learn how you can give your old items a new chance at life
 - Go a step further and share your upcycling ideas with friends and family
 - Or give your upcycled items as gifts for birthdays, holidays and special occasions
 - Or conduct upcycling workshops for your local neighbourhood
- Say no to fast fashion and consumerism! As it is resource-intensive to buy new products, visit your local thrift store with your friends instead. You will be able to find many cool items at much lower prices.
- Volunteer with your local environmental agencies/organisations to raise awareness on sustainability issues
- Write in to your school/university about an environmental issue you care about and push for more sustainable alternatives
 - Get your school to ban/charge for plastic bags etc.
 - Get your school/university to opt and encourage #MeatlessMondays
- Start a social media account with your friends encouraging sustainable behaviour among your community
- Long Exposure Photography → Take night photography to another level! Hold a photography workshop on long-exposure and invite your group to learn how to take stunning light trails in the heart of the night. Grab your camera and tripod and start capturing pictures!
- Throw a Green Party → Celebrate in greenway by throwing a green party. Cut down on the printing and send e-invites, avoid using disposables (choose products made out of bamboo instead), opt for local organic produce to prepare your meals or reform your goody bag with cute mini succulent plants
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Supported by:



Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety

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