



Republic of the Philippines
DEPARTMENT OF PUBLIC WORKS AND HIGHWAYS
CENTRAL OFFICE
Manila

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03-09-2018

March 2, 2018

DEPARTMENT MEMORANDUM)

CIRCULAR NO.
Series of 2018

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03.09.18

FOR / TO : Undersecretaries
Assistant Secretaries
Service Directors
Bureau Directors
Regional Directors
Heads of UPMOs
District Engineers
This Department

For information and guidance, attached is a copy of the letter from Atty. Angela Consuelo S. Ibay, National Director of Earth Hour Pilipinas and Head of the Climate Change and Energy Unit, WWF-Philippines, re: **"Invitation to Be Part of WWF's Earth Hour 2018 Campaign"**.

A copy of the said letter may also be downloaded from the DPWH website: **<http://dpwhweb>**. If an office cannot access the DPWH website, a hard copy may be obtained from the Records Management Division, HRAS, upon request.

For dissemination to all concerned.


B. ELIZABETH E. YAP, Ph.D., CESO II
Assistant Secretary for Support Services

cc: Office of the Secretary, DPWH

10.1.4 VGV/RMB

**THIS
EARTH HOUR**
#CONNECT2EARTH



SWITCH OFF AT
24 MARCH 2018
8:30PM



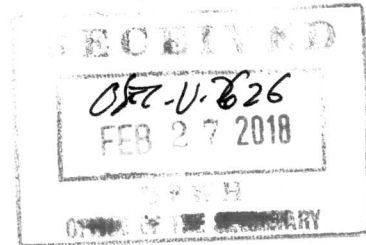
February 8, 2018

SECRETARY MARK VILLAR

Officer-In-Charge

DEPARTMENT OF PUBLIC WORKS & HIGHWAYS

Dear Sec. Villar:



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

Department of Public Works and Highways
Office of the Secretary



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.

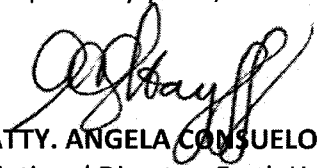
2. During the Earth Hour on March 24, 2018, Saturday, from 8:30PM to 9:30PM, please switch off or dim non-essential lights, including streetlights, signages and key monuments and nearby public areas during this global 'lights out' event.
3. Mobilize the private sector within your jurisdiction to support 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

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EARTH HOUR 2018

FREQUENTLY ASKED QUESTIONS

1. What is Earth Hour?

Earth Hour is a global campaign to showcase what can and is being done all over the world to combat climate change. Earth Hour is a worldwide initiative showing how individuals, communities, businesses and governments can address the threat of global warming if we resolve to work on it together. Earth Hour unites communities, ushering in a new era of environmental consciousness by encouraging personal accountability and behavioural change to facilitate a low-carbon lifestyle. The highlight of the Earth Hour campaign will see hundreds of millions of people from different races, religions, cultures and socio-demographic turn off their lights, united in celebration and contemplation of the one thing we all have in common – our planet.

2. When does Earth Hour take place?

Earth Hour 2018 will be held on Saturday, March 24, from 8.30PM and 9.30PM.

3. What does Earth Hour ask people to do?

Earth Hour encourages individuals, businesses and governments to show leadership on climate change through their actions, to use Earth Hour as a platform to showcase to the world what measures they are taking to reduce their carbon footprint. Earth Hour asks everyone to take personal accountability for their climate impact and make behavioural changes to facilitate a low-carbon lifestyle. Taking the first step is as easy as turning off your lights. By switching off your lights for Earth Hour you are making a statement on the indiscriminate threat of global warming and a commitment to a low-carbon lifestyle.

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4. How long has Earth Hour been going on?

Earth Hour began in one city in 2007 when more than two million individuals and two thousand businesses in Sydney, Australia turned off their lights for one hour. The following year, Earth Hour reached 370 cities and towns in more than 35 countries across 18 time zones, as the campaign shifted from a one-city event to a global action. Fifty million people around the world switched off their lights for Earth Hour 2008. Global landmarks including the Golden Gate Bridge, Rome's Coliseum, Sydney Opera House, Coke billboard in Times Square and the Burj al Arab in Dubai darkened for one hour. Earth Hour 2009 created history as the greatest voluntary action ever witnessed, representing the first ever global vote. Registrations, polling and energy reduction levels indicate that hundreds of millions of people voted Earth over Global Warming with their light switch in 4159 cities, towns and municipalities across 88 countries, including 73 national capitals and 9 of the world's 10 most populated cities. With 647 major towns and cities switching off, the Philippines was heralded as the top Earth Hour country in terms of participation.

Earth Hour 2010 succeeded in being a global call to action to stand up, to take responsibility, and lead the global journey to a sustainable future. A record 128 countries and territories took part and iconic buildings and landmarks from Asia Pacific to Europe and Africa to the Americas stood in darkness. In 2011, it has spread and grown to include 5251 cities in over 135 countries for Earth Hour 2011. A record-breaking 1661 Filipino cities and municipalities went dark.

But Earth Hour doesn't stop here, capitalizing on the potential of every individual as the solution; it shall continue to ignite the green imagination of many Filipinos for years to come.

During the Earth Hour in 2012, the country clinched the top spot in four years with 1671 cities, provinces and municipalities participating. Rough estimates peg the power saved to be at least 362MWh during the 60-minute blackout: a drop of 214MWh was recorded for the Luzon grid, 91MWh for Mindanao and 57MWh for the Visayas.

Earth Hour 2013 pushed for the promotion of the 'I Will If You Will' (IWIYW) campaign. The IWIYW campaign empowers individuals, groups, businesses, institutions and organizations to share a dare or challenge with the world by asking everyone "What are you willing to do to save the planet?" The campaign centralized in forming a 'social contract' between two parties where one party is connected to a 'promise' and the other party to a 'challenge.' Participants were encouraged to share their dares through social media. It encouraged the spread of environmental awareness and protection by uniting people to a common goal of saving the planet in a positive and interactive way.

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In 2014, Earth Hour global community launched “Earth Hour Blue”, the first crowdfunding platform for the planet. This campaign allowed individuals to fund environmental and social projects of their choice through an online donation. For the Philippines, it launched “Bancas for the Philippines” as its crowdsourcing project in response to the need of fishermen affected by the onslaught of Typhoon Yolanda (Haiyan).

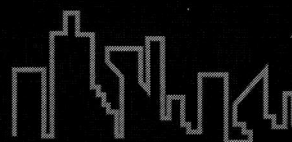
Earth Hour 2015 continued Earth Hour Blue and allowed WWF Philippines to launch another crowd funding project that gave the “Gift of Light” to an off-grid community in the island of Beton in Palawan. It also focused on climate change by communicating climate in a refreshing and empowering style – inspiring change and giving hope. The campaign introduced a variety of climate change solutions; presenting projects which feature new technology and innovative approaches to “change climate change”.

Earth Hour 2016 encouraged the public to help shine a light on climate action, helping spread a new era of climate awareness that started when the world came together and agreed on a global climate deal in Paris. It was celebrated in a record-breaking 178 countries and territories across seven continents, serving as a strong visual reminder of the globe’s determination to tackle our planet’s biggest environmental challenge yet.

Last year, around 713 cities and municipalities, and 193 landmarks joined the Earth Hour 2017 switch-off, supported by millions of individuals who amplified our reach on social media to generate public awareness on the pressing need for more sustainable actions to fight climate change. Beyond the hour initiatives also supported the Earth Hour Village project in Masbate which where adaptive technologies are introduced to improve community resilience to the impacts of climate change helping communities to sustainably access food, water, and energy.

FINAL COUNT: EARTH HOUR PHILIPPINES 2017

60+
EARTH
HOUR



MUNICIPALITIES AND CITIES

713

CITIES & MUNICIPALITIES

| | MUNICIPALITIES | CITIES |
|--------------|----------------|-----------|
| Luzon | 319 | 55 |
| Visayas | 46 | 22 |
| Mindanao | 251 | 20 |
| TOTAL | 616 | 97 |

LANDMARKS/ICONS

193

LANDMARKS/ICONS

| | |
|--------------------------|-----|
| Landmarks | 51 |
| Malls | 140 |
| UNESCO Heritage Sites | 2 |



ACADEME/UNIVERSITIES

PROVINCIAL GOVERNMENTS

| | |
|----------|----|
| Luzon | 13 |
| Visayas | 2 |
| Mindanao | 14 |

29

PROVINCIAL
GOVERNMENTS

BUSINESS ESTABLISHMENTS

| | |
|-------------------------------------|----|
| Real Estate | 8 |
| Property Management Companies | 2 |
| Top Companies | 6 |
| Business Organizations | 9 |
| Major Hotels | 12 |

37

BUSINESS ESTABLISHMENTS

19

ACADEME/UNIVERSITIES

SOCIAL MEDIA REACH
OF WWF-PHILIPPINES
DURING EARTH HOUR



300k



800k



85k

TOTAL 1.2 MILLION

**TOTAL MEDIA
VALUE P158M**

LUZON
77MW

VISAYAS
44MW

MINDANAO
44MW

LOAD DROP DURING EARTH HOUR 2017



TOTAL 165MW