



Republic of the Philippines
Province of Pangasinan

Office of the Governor

Capitol Compound, Lingayen, Pangasinan
Telefax: (075) 542-2368 Mobile No.: 0939-990-0209 / 0917-3114144
Email: pgoadm2013@gmail.com



HON. AMADO I. ESPINO, III
Governor

March 3, 2017

LETTER CIRCULAR NO. 2017-0016

TO : **All Municipal/City Mayors
& All Punong Barangays through Liga ng mga Barangay Presidents-
Municipal Chapter
Province of Pangasinan**

FROM : **GOVERNOR AMADO I. ESPINO, III**

SUBJECT : **INVITATION TO PARTICIPATE IN THE EARTH HOUR 2017**

Transmitted herewith is a copy of the letter of **Atty. Angela Consuelo S. Ibay**, National Director, Earth Hour Pilipinas and Head, Climate Change and Energy Unit, World Wide Fund (WWF)-Philippines, *relative to her invitation to participate in the Annual Earth Hour celebration by switching off their lights from 8:30 p.m. to 9:30 p.m. on Saturday, March 25, 2017.*

Earth Hour is an annual global campaign to show support for environmentally sustainable actions to combat climate change.

In view hereof, all Municipal/City Mayors and all Punong Barangays are hereby encouraged to participate in turning off lights for one (1) hour on **Saturday, March 25, 2017, from 8:30 p.m. to 9:30 p.m.**, and further advised to **observe the Earth Hour 2017** by undertaking activities, such as, but not limited to the following:

- To switch off or dim non-essential lights, including streetlights, signages, and key monuments during the global "lights out" event for one (1) hour;
- To invite their respective constituents/employees to participate in Earth Hour 2017;
- To document their Earth Hour event and send it to World Wide Fund (WWF);
- To Pledge to go "Beyond the Hour" and help "Shine A Light on Climate Action" 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
- To log in and register support at the Earth Hour Pilipinas website www.wwf.org.ph/earthhour.

Please be guided accordingly.


AMADO I. ESPINO, III



PGO ADMIN <pgoadm2013@gmail.com>

Earth Hour Invitation - Pangasinan

1 message

Earth Hour 2017 Philippines <earthhour@wwf.org.ph> Tue, Feb 28, 2017 at 3:09 PM
To: pgoadm2013@gmail.com, kamarin.bautista21@yahoo.com, Pangasinan PIO <pangasinanpio@gmail.com>

February 28, 2017

GOV. AMADO ESPINO

Pangasinan

Region I

Greetings!

PROVINCIAL GOVERNOR'S OFFICE	
SENDER/NAME/OFFICE:	
RECEIVED BY	J Macalalad
DATE RECEIVED	2-28-17
OFFICE RESPONSIBLE	
SUBJECT	
REMARKS	

We are inviting the **Provincial Government of Pangasinan** together with the cities and municipalities under you to partner with **WWF-Philippines** in celebrating the annual **Earth Hour** on **25 March 2017 at 8:30 P.M.**

Please find a copy of the formal invitation and campaign overview attached for your perusal. Please do not hesitate to get in touch with us for any queries.

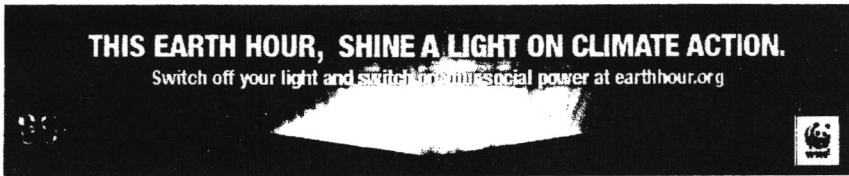
Kindly acknowledge receipt of this email. Thank you very much!

Sincerely,

Abegale S. Escolano

Earth Hour 2017 Social Mobilization Team

WWF-Philippines Headquarters
4th Floor JBD Plaza #65 Mindanao Avenue
Barangay Bagong Pag-asa
Quezon City 1105 Philippines
Tel: + 632-920-7923/26/31 loc. 12 or 17
Email: earthhour@wwf.org.ph
Website: <http://www.wwf.org.ph>



2 attachments

 **Pangasinan_EarthHourInvitation.pdf**
157K

 **EH 2017 Campaign Overview.pdf**
326K

SHINE A LIGHT ON CLIMATE ACTION

EARTH HOUR 2017



February 22, 2017

GOV. AMADO ESPINO
Pangasinan
Region I

Dear GOV. ESPINO:

Re: Invitation to Be Part of WWF's Earth Hour 2017 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 Earth Hour, which since its inception has captured the world's imagination by becoming a global phenomenon. Earth Hour 2016 was participated by 178 countries and inspired over 18 million Filipinos to switch off their lights for the planet.

On **25th March 2017**, the Philippines will once again join the global community in celebrating the 10th year anniversary of **Earth Hour**, 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 on global warming.

This year, Earth Hour continues to encourage everyone 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 last 2015. As the Philippines targets an emissions reduction of seventy per cent (70%) by 2030, this global campaign will visually present the need for every Filipino to take action today as climate change affects people of all ages, backgrounds and cultures.

In this light, we are inviting you to be our partner again for **Earth Hour 2017** and broaden public participation in this year's holding of Earth Hour. In particular, may we invite you to encourage all to:

1. Switch off or dim their non-essential lights, including streetlights, signages and key monuments, during this global 'lights out' event on Saturday, 25 March at 8:30pm for one hour.

2. Release a Memorandum inviting your employees and constituents to join and be part of Earth Hour 2017.
3. Promote the Earth Hour 2017 to your officers, staff, employees and constituents.
4. Document your own Earth Hour event and send to WWF, which shall upload the photos online to showcase endeavors to celebrate Earth Hour 2017 around the country. You can also join Earth Hour 2017 event page: <https://www.facebook.com/events/192868844529364/> hosted by WWF-Philippines and post photos of your participation.
5. 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
6. Pledge to go "*Beyond the Hour*" and help "*Shine A Light on Climate Action*" 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.
7. Log in and register support at the Earth Hour Pilipinas website via www.wwf.org.ph/earthhour.

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" when Filipinos take action against climate change from this hour and beyond. Attached is a campaign overview for your further reference.

We will follow up with your office for your interest in partnering with us for this endeavor. For inquiries and more information, please feel free to get in touch with us anytime at these numbers: **Tel: 920-7923/26/31 loc 12 or 17** and email at earthhour@wwf.org.ph

Thank you very much for your enthusiasm and commitment. With your support, we look forward to another victorious hour!

Very best regards,



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>
www.facebook.com/wwf.philippines,
www.twitter.wwf.org.ph/wwf_philippines
www.wwf.org.ph/earthhour

SHINE A LIGHT ON CLIMATE ACTION

EARTH HOUR 2017

60+
EARTH HOUR



EARTH HOUR 2017 FAQs

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 2017 will be held on Saturday, March 25, between 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.

THIS EARTH HOUR, SHINE A LIGHT ON CLIMATE ACTION.
Switch off your light and switch on your social power at earthhour.org

SHINE A LIGHT ON CLIMATE ACTION

EARTH HOUR 2017



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.

In 2012, the country clinched the top spot for four straight 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.

SHINE A LIGHT ON CLIMATE ACTION

EARTH HOUR 2017

60+
EARTH HOUR



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 encourages the spread of the spirit of environmental awareness and protection by uniting people to a common goal of saving the planet in a positive and interactive way.

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 crowdfunding 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”.

Last year, Earth Hour 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.

THIS EARTH HOUR, SHINE A LIGHT ON CLIMATE ACTION.
Switch off your light and switch on your social power at earthhour.org