



EARTH HOUR

2025

EMPLOYEE ENGAGEMENT TOOLKIT

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Join us on **Saturday 22 March 2025 at 8.30pm** for WWF's Earth Hour, when people all over the world switch off and connect with the beauty of the natural world and discover how nature has the power to rejuvenate us.

Businesses have always been part of Earth Hour's success. And this year there are lots of ways you and your colleagues can get involved – during the working week leading up to Earth Hour or on the night itself.

Why support Earth Hour at work?

It's more important than ever for businesses to play their part in bringing our world back to life. Business leaders consistently name climate change and nature loss amongst the most urgent global risks. According to PwC, 55% of global GDP is moderately or highly dependent on nature.

Nature also helps us feel good – just 20 minutes per day engaging with nature is enough to improve your mental health – so it can be a powerful ally in boosting employee wellbeing.

Yet global wildlife populations have decreased by an average of 73% since 1970 and the UK is actually one of the most nature-depleted countries in the world.

At WWF we're working with our supporters and partners to bring our world back to life. Earth Hour is your company's chance to show you're part of the global movement for nature.

Make your workplace part of the world's biggest movement for nature – whether you're doing a symbolic switch-off, taking the next step on your sustainability journey, or engaging your employees.



3 WAYS YOUR BUSINESS CAN GET INVOLVED

1. SWITCH OFF FOR OUR WORLD

Join landmark buildings around the world by switching off non-essential lights for Earth Hour, especially if you have an illuminated sign or logo on a prominent building.

We'd love to see photos and videos of your switch-off. Post them on social media using [#EarthHour](#)

OFF

ON



2. GO GREENER



What's your business doing to be kinder to the planet?

Earth Hour is an opportunity to tell your external audiences and employees what you're already doing – and your plans for going further.

Every business is different, but we should all be assessing our impact on the climate and nature, making a plan to transition to a sustainable future, and acting on our commitments.

As an employee, if you want the business you work at to be doing the right thing for the planet, ask your leadership or sustainability team if they're doing the following:

Setting science-based targets

Science-based targets give companies a path to reduce greenhouse gas emissions in line with limiting global warming to 1.5°C.

There's also now a scheme to support businesses with science-based targets for nature, focusing beyond emissions on impact areas like water and biodiversity. Find out more: sciencebasedtargets.org

Greening your pension scheme

Aligning your pension with a sustainable future is one of the most powerful ways to invest in a world that we want to retire into and leave for future generations. That's why WWF works with the Make My Money Matter campaign, fighting for a world where we all know where our money goes. Find out more: makemymoneymatter.co.uk

Having the conversation

Sign up to WWF's Business Briefings. In our new webinar series, you'll hear from WWF experts on the biggest environmental issues, how they connect to the business world and how you can help. More details at: wwf.org.uk/briefings

Want more advice on how to ask the right questions at work? Nature's Workforce is our guide to help employees encourage their business to become more nature-friendly: naturesworkforce.org.uk

Put Earth Hour on the menu

The way we produce food is one of the main drivers of nature destruction and climate change. But we can reduce this impact if we choose more plant-based food.

You could bring environmental action to life for your employees by running a special plant-based menu in your shop or canteen during the week of Earth Hour.

3. HELP YOUR EMPLOYEES GET THEIR DAILY DOSE OF NATURE

WWF is inviting you and your employees to get their daily dose of nature.

89% of Britons say that spending time in nature has a positive effect on their mental health and 49% of people say that being close to nature helps them cope with stress.

What if as an employer, you could help your staff to be more productive and feel more positive throughout the day – all by introducing a little nature into their work time?



Here are some ideas to get you started

Make it part of the work routine

You could allocate 20 minutes of wellbeing time in calendars to encourage employees to take a break outside if they can. You can also give people the flexibility to choose the time they take.

Activities for employees outside of the office

Remind colleagues to book their volunteer days, offer opportunities to assist with local conservation projects or organise a litter pick in your area.

Encourage meetings and team days to include activities outside, if they're accessible to everyone. You can also utilise, improve or create outdoor areas of the workplace.

Bringing the outside in

Sometimes employees may not be able to get outside to enjoy nature, but we can bring nature inside by putting plants around workspaces, playing gentle nature sounds in the office or hosting a screening of nature documentaries over a lunch hour.

Find out more and download our Prescription for Nature toolkit for workplaces here.

Create a positive culture

Create a work culture that normalises and celebrates getting time to engage with nature during the week. You could set reminders at the end of meetings or encourage colleagues to share their photos of nature.

Raise funds for nature this Earth Hour

Earth Hour is a great opportunity to get your colleagues together and support WWF's work to restore our planet.

Whether it's a bake sale, a plant-based lunch menu or a sponsored nature walk, you can have fun and help bring our world back to life.

For fundraising ideas and resources: [wwf.org.uk/fundraise/get-involved](https://www.wwf.org.uk/fundraise/get-involved)





JOIN US!

Make the most of WWF's Earth Hour with family and friends. It's the perfect time to switch off and connect with nature.

Because when we restore nature, it restores us.



For a future where people and nature thrive | wwf.org.uk

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