



SCOUTS[®]
Creating a Better World

World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout
Всемирная Организация Скаутского Движения
Organization Mondiale de Mouvement Scout
المنظمة العالمية لحركة الكشفية

World Scout Bureau, Asia-Pacific Regional Office
Bureau Mondial du Scoutisme, Bureau Régional Asie-Pacifique

P.O. Box 4050
MCPO 1280
Makati City
Metro Manila
PHILIPPINES

4/F ODC International Plaza Building
219 Salcedo Street
Legaspi Village, Makati City
Metro Manila
PHILIPPINES

Phone (+63 2) 818 09 84
(+63 2) 817 16 75
Fax (+63 2) 819 00 93
(+63 2) 401 39 84
Email wsb@worldnet.scout.org
Web scout.org

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To: Chief Commissioners
International Commissioners
Chief Scout Executives

28 January 2009

Earth Hour 2009

Dear Colleagues,

I am very pleased to inform you that the World Scout Bureau/Asia-Pacific Region is proud to take part in the forthcoming **Earth Hour 2009**, a global effort of sending a powerful message that it is possible to take action on global warming by turning off the lights for one hour at 8:30pm on 28 March 2009 to be participated by towns and cities across the world.

Here in the Asia-Pacific Region, National Scout Organizations can support this global project that will take us further to push for environmental education at local and national level by asking every Scout and Scout Leader to do the same at his/her home, office or workplace. For further details check the information below:

1) Turn out lights at 8:30pm Saturday 28 March 2009

Turn out the lights in your offices, homes or community centres for one hour at 8:30pm local time on Saturday 28 March 2009.

2) Communicate Earth Hour to friends, community groups and other networks

Provide information about Earth Hour to friends, community groups and other organizations the Scouts work with.

3) Communicate Earth Hour to your other offices nationally and globally

Talk to your offices in other cities and provinces, and explain what you are doing to support the movement. Encourage nationwide participation from all Scouts and Scout leaders.

4) Communicate long-term Earth Hour goals

Earth Hour is not just about one hour, it's about making long-term changes to the way we use energy both at school, at work and at home.

When communicating with friends, parents, families, colleagues, community groups, be sure to include secondary messaging regarding emissions reductions, visit www.earthhour.org

5) Distribute Earth Hour posters and postcards

At world level, Earth Hour uses two promotional products to promote the Earth Hour message to members of the public: the Earth Hour A2 poster and the Earth Hour postcard.

Perhaps you can create your own at national or troop level to your contacts to promote Earth Hour? Would the Scouts like to co-brand postcards and posters to help spread the Earth Hour message? Earth Hour can supply existing artwork for modification and logos for artwork or products for distribution.

6) Direct support for Earth Hour

Volunteer for Earth Hour - In the lead-up to 28 March, Earth Hour needs volunteers to help deliver the Earth Hour message and hand out Earth Hour postcards to the general public.

Would the Scouts like to hear more about volunteer opportunities for Earth Hour during March 2009? You can contact the country focal points where they exist as listed in the attached sheet.

7) Make change an everyday part of your lives

Visit www.earthhour.org for information and case studies on how simple changes in the workplace, at school and at home can go a long way.

8) Sign up your local Scout Group at www.earthhour.org

Show your support for Earth Hour by signing up your office at www.earthhour.org. It's free and they will send you regular Earth Hour updates and information.

9) Tell us what you are doing for Earth Hour

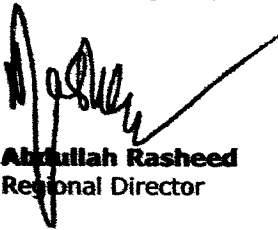
Earth Hour has many opportunities to feature what the Scouts are doing to support the initiative, from media and PR through the Earth Hour website and email bulletins.

Please see the attached file to contact the Earth Hour Project Manager at WWF in your city/ country. If there is no WWF in your city or country, please contact the Global Earth Hour Team.

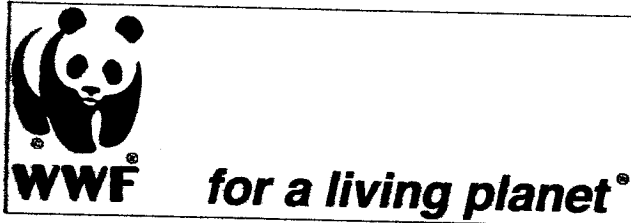
Please share stories of your Earth Hour activities with the World Scout Bureau/Asia-Pacific Region latest by 30th April 2009.

Thank you in advance for your cooperation.

With best regards,



Abdullah Rasheed
Regional Director



Contacts for EARTH HOUR 2009

Australia

Main Contact Name **Anna Fedeles** Title National Manager Organisation WWF Phone +61 2 8202 1290 Fax +61 2 9281 1060 Email afedeles@wwf.org.au

Fiji

Main Contact Name **Ashwini Prabha** Title Communications Coordinator Organisation WWF South Pacific Programme Phone +679 3315 533 Fax Email aprabha@wwfpacific.org.fj

Hong Kong

Main Contact Name **Laura Weeks** Title Director, Marketing & Fundraising Organisation WWF Hong Kong Phone 852-21619699 Fax Email lweeks@wwf.org.hk

India

Main Contact Name **Anshuman Atroley** Title Communications Manager Organisation WWF-India Phone +91-9810169262 Fax Email aatroley@wwfindia.net

Indonesia

Main Contact Name **Verena Puspawardani** Title Campaign Coordinator & Energy Program Organisation WWF Indonesia Phone 021 5761070 ext:206 Fax Email vpuspawardani@wwf.or.id

Malaysia

Main Contact Name **Devan Subramaniam** Title EH Malaysia Project Manager Organisation WWF-Malaysia Phone +603 7803 3772 Ext 6305 Fax Email dsubramaniam@wwf.org.my

New Zealand

Main Contact Name **Dairne Poole** Title Climate Change Manager Organisation WWF NZ Phone +6472324288 Fax Email dpoole@wwf.org.nz

Pakistan

Main Contact Name **Samman Ehsan** Title Senior Communications Executive Organisation WWF Pakistan Phone Mob: +92 333 447 5527 Fax Email publications@wwf.org.pk

Papua New Guinea

Main Contact Name **Lydia Kaia** Title Communications Officer Organisation WWF-PNG Phone Tel: (675) 3200 149/320 0664 Fax Fax: (675) 320 0519 Email lkaia@wwfpacific.org.pg

Philippines

Main Contact Name **Yeb Sano** Title Climate Change & Energy Head / EH09 Project Manager Organisation WWF-Philippines Phone +63 2 920 7923 / 7926 / 7931 Fax Email nmsano@wwf.org.ph

Singapore

Main Contact Name **Carine Seror** Title Corporate Responsibility Organisation WWF Singapore Phone Tel: + 65 6323 0100 Fax Email cseror@wwf.sg

Thailand

Main Contact Name **Duangduen Eagan (Nui)** Title Marketing & Communication Manager Organisation WWF Greater Mekong, Thailand Country Programme Phone Tel: 66-2-524 6745 to 7 Ext. 111 Fax Email duangduene@wwfgreatermekong.org