



Republic of the Philippines

PHILIPPINE ECONOMIC ZONE AUTHORITY

MEMORANDUM CIRCULAR NO. 2025-008

TO : Economic Zone Developers
Economic Zone Locator Enterprises
Economic Zone Administrators and Managers
All PEZA Officers and Employees

FROM : TERESO O. PANGA
Director General

SUBJECT : Participation in Earth Hour 2025

DATE : 10 February 2025

The Philippine Economic Zone (PEZA) encourages all economic zone developers, locator enterprises, administrators and managers, as well as all PEZA employees and service providers, to participate again in the observation of the Earth Hour on **22 March 2025, Saturday at 8:30 PM- 9:30 PM**, through the following, but not limited to:

- **Switch off** your signage lights or non-essential lights and give an hour for Earth, spending 60 minutes doing something-anything-positive and celebrate your commitment to the planet with the people of the world.
- **Learn.** Browse the WWF- Philippines page (<https://wwf.org.ph>) to learn about the current status of nature loss and biodiversity, climate change and solutions how we can help.
- **Participate.** Documentation of your own Earth Hour events and initiatives by logging in the Hour Bank at (<https://www.earthhour.org/>) to contribute to the global impact.
- **Advocate.** Posting and/or sharing of Earth Hour communication materials (including, but not limited to: event poster, virtual marathon publicity materials, press release, etc.) that can be found in WWF-Philippines page
- **Share.** Using the official hashtag **#EarthHour2025** in your social media posts to share your Earth Hour stories online for a chance to be featured on the WWF page.

Since 2007, every year, every last Saturday of March, millions of people around the world raise awareness of nature loss and climate change by commemorating the Earth Hour.

Furthermore, PEZA invites everyone to promote and implement their commitment to the environment beyond the Earth Hour through sustainable environment projects and programs like clean-up activities, environmental information, education and communication campaigns (IEC), and various resource conservation (e.g. water, energy, raw materials) measures.

For the information and guidance of all concerned.





Join the **Biggest Hour for Earth**

8.30pm, 22nd March

Switch off. Give an hour for Earth. | earthhour.org



February 6, 2025

Dir. Tereso O. Panga

Director General

Philippine Economic Zone Authority

Dear Director Panga,

Warm greetings from the World Wide Fund for Nature (WWF) Philippines!

Supporters in over 190 countries will once again unite for the Biggest Hour for Earth, a key component in WWF's effort to turn a single hour of solidarity into millions of individual hours taking concrete action and doing something positive for the planet. This campaign highlights the twin threats of nature loss and climate change, while reminding us of the urgent need to protect our planet in the midst of rising skepticism.

This call to urgent action is particularly significant for countries like the Philippines which are most vulnerable to the impacts of climate change. Its effects are already affecting both the lives and livelihoods of Filipinos. Climate change and nature loss are issues that affect every Filipino. We still have time to mitigate its impacts, reduce the damage, and avoid catastrophic outcomes.

Earth Hour has always been a symbol of hope for people worldwide. What started as a symbolic lights-off in Sydney in 2007 has now evolved into a global movement that brings people from all over the world together in solidarity and collective action. Launched in the Philippines in 2008, Earth Hour has helped localize conversations on nature loss and climate change, making it relevant to Filipino's everyday lives. Now in 192 countries, with 97% of the world participating, change is driven by sparking global dialogue and influencing policy shifts.

As this year's Earth Hour celebration happens on World Water Day, we are reminded of the fundamental role of water in sustaining life on this planet. With the local theme "Switch Off and Secure Water for All," this year's Earth Hour directs our attention to the interconnectedness of Water security, nature loss, and climate change. The impacts of climate change and nature loss exacerbate the challenges to ensuring access to clean and safe water for everyone, threaten food production, and disrupt ecosystems. Therefore, addressing the problem of water security requires protecting nature, addressing the impacts of climate change, and urging individuals to be mindful of their use and consumption. We need to take concrete, urgent, and collective action. And we need to make it count.

Happening **on 22 March, Saturday, at 8:30 PM, Earth Hour 2025** calls on individuals, communities, and businesses across the world to switch off their lights and give an hour for Earth, spending 60 minutes doing something - anything - positive for our planet by logging their hours on the Hour Bank.

In this light, we respectfully invite you and the Department to be our partners again for **Earth Hour 2025** and broaden public participation in its holding. May we seek a meeting with your representatives within the next two weeks, at a date and time of your convenience, to discuss possibilities for collaboration and partnership and how the agency can help spark meaningful change and inspire a global movement to address the climate crisis, including, but not limited to:

- Releasing a Memorandum that invites officers, staff, employees, and constituents to join and be part of Earth Hour 2025 in their homes and participate in the Hour Bank by encouraging people to do something positive for the planet for an hour and logging their hours on the hour bank;
- Mobilizing 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;
- Posting and/or sharing of Earth Hour communication materials (including, but not limited to: event poster, virtual marathon publicity materials, press release, etc.) in the agency's external communication assets;
- Total number of hours logged from EH events conducted submitted to WWF before March 17, 2025

Attached is a copy of the Earth Hour 2025 deck to provide guidance on the local key messaging for Earth Hour in the Philippines. We have also provided a list of guidelines to help you with mounting your own Earth Hour events and initiatives and how to log your hours in the Hour Bank.

We will follow up with your office on this matter. Should you have any questions, please feel free to reach Ms. Marielle Bordado, Head of Communications, at 09178521525 or mbordado@wwf.org.ph.

Your support for this monumental event is highly appreciated. This Earth Hour 2025, **let us together create the biggest Hour for Earth.**

Together Possible,



ATTY. ANGELA CONSUELO S. IBAY
National Director, Earth Hour Pilipinas
Head, Climate Change & Energy Programme
WWF-PHILIPPINES



Earth Hour Philippines 2025



#EarthHour2025

22 MARCH 8:30PM

Earth Hour has grown from a symbolic event in Sydney 2007 to the world's largest grassroots environmental movement spanning over 7,000 cities and 193 countries and territories.

Objectives from 2020–2030

Ultimate
conservation
and policy
goal

Halting the loss of biodiversity by 2030

Secure a new deal for nature and people in 2020

Comms
strategy
and goal
for 2020

**Engage 1 billion people
across the world**

**Engage decision-makers
(business/gov/institutions)**

Make nature matter

Move nature up
the global agenda

Inspire the world to act in
2020

Move nature up
the national agenda

60 EARTH
HOUR



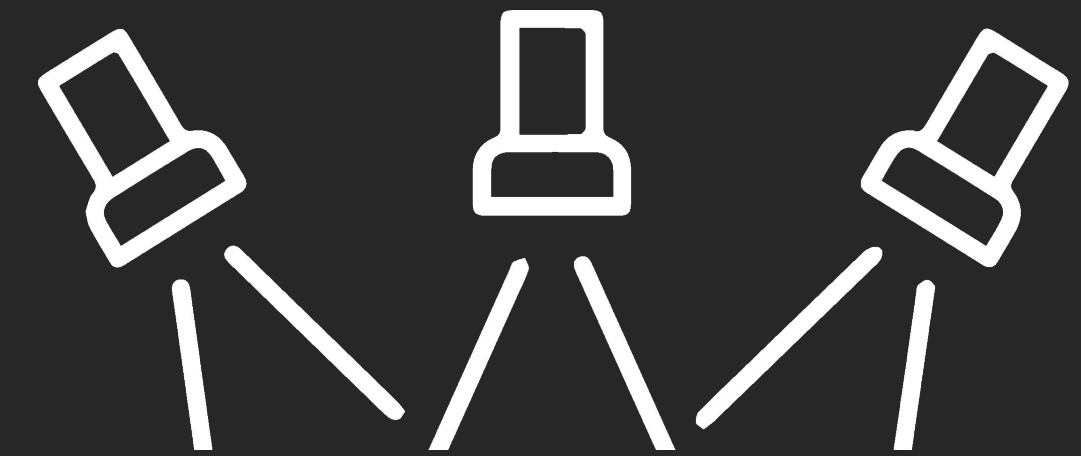
Earth Hour is the most popular global grassroots climate change awareness platform



Reach = Impact



**15 years of
invaluable
investment**



PR spotlight

Supporters From Over 134 Countries And Territories Gave:

244,528

hours

Reconnecting with our planet

277,471

hours

Restoring our planet

717,874

hours

Learning more about our planet

274,518

hours

Inspiring others to care for our planet

49,710

hours

Finding other ways to make an impact

**Great reach, great impact...
we should do
even better.**

60 EARTH HOUR





A lookback:

**Earth Hour
Philippines 2024**

60 EARTH
HOUR



EARTH HOUR 2024 HIGHLIGHTS

- Total nationwide drop in electricity grid load of **132.11 megawatts (MW)** during the 8:30pm–9:30pm switch off for Earth Hour 2024
- The Philippines ranked **third** globally logging a total of 116,273 hours in the “Hour Bank”
- First-ever Earth Hour Philippines Music Ambassador, Pablo of SB19
- 16 NGA partners; 6 INGO partners
- 12 social enterprises
- 2000+ attendees at the Kartilya ng Katipunan
- Over PHP80M worth of media value



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60 EARTH
HOUR



KEY MESSAGES

EARTH HOUR 2025

- Together let's create the Biggest Hour for Earth
- Earth Hour as a beacon of positivity and inspiration that is relevant more than ever
- Mobilize people globally in collective action on March 23 to give an Hour for Earth
- Anyone, anywhere is invited to give an Hour for Earth doing something they love

60 EARTH
HOUR



CAMPAIGN OBJECTIVES

EARTH HOUR 2025

- Create awareness and a sense of urgency in individuals on the closing window of opportunity to address climate change and nature loss. Highlight how these two main challenges worsen threats on water security.
- Promote the importance of water in sustaining life and ecosystems in the planet and encourage individuals to do their part through mindful consumption and protection of the environment.
- Engage Filipino audiences to **show solidarity and commitment in taking concrete, collective action** and showcase this to the rest of the world through logging their hours in the Hour Bank
- Engage government through National Government Agencies and local governments to strengthen their commitment to take concrete action through policy solutions

© Priyankara Perera / WWF-UAE

60 EARTH
HOUR



LOCAL MESSAGING

EARTH HOUR 2025

Switch Off and Secure Water for All

As Earth Hour is celebrated on World Water Day, the main focus of the this year's messaging is the essential link between water security, nature, and the impacts of climate change.

- **Water supports all life on Earth.** From nourishment to food production, and even supporting ecosystems, water is not only a resource but the foundation of life.
- **Ecosystems provide essential services that humans rely on for water.** Addressing the issue on water security is closely linked to protecting nature, particularly conserving forests, wetlands, and watersheds
- **Climate change along with nature loss amplify the challenges to having enough clean and safe water for everyone.** There is an urgent need to focus our attention on proper resource management and mindful consumption
- **A people-centered approach.** The impact of these challenges on people's lives are interconnected. We are the solution. We need to make every action count.

60 EARTH
HOUR



Strategy

- Supporting EH activations through:
 - EH Toolkit for those conducting their own switch-off events
 - Partnerships with NGAs, League of Cities, League of Provinces
 - Deployment of KKP staff to represent WWF in EH activations
- Hour Bank
 - Local page for hour bank
 - Log sheets for partner LGUs, corp partners
- Content Strategy
 - Focused on water, nature, and climate change messaging
 - Engagement with Panda Club and NYC
- Earth Hour Virtual Run
- Partnerships and Collaborations



Earth Hour Philippines 2025

Earth Hour Toolkit

Make Earth Hour Your Own

We have put together materials to help you conduct your own Earth Hour activities and initiatives. **The Earth Hour Toolkit will be available by mid-February 2025**

The EH Philippines 2025 Toolkit contains:

- Earth Hour 2025 Handbook
- Social Media Assets
- Programme Templates
- Script Templates for the Switch Off
- How to Use the Hour Bank © Priyankara Perera / WWF-UAE
- Log sheets for offline Hour Bank

Access the toolkit here:

[Earth Hour Philippines Toolkit](#)



Earth Hour Philippines 2025

Hour Bank

Give an Hour for Earth

Apart from the one-hour switch-off activity, the WWF community is also encouraging people to Give An Hour for Earth, or to spend at least an hour doing something positive for the planet.

These hours will then be logged onto the Hour Bank at the Earth Hour website (<https://www.earthhour.org/>) to measure the total impact of Earth Hour.

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Hour Bank Web Page will go live on March 1,2025



Earth Hour Philippines 2025

Earth Hour Support

Need help with your Earth Hour event?

We're happy to provide support for your events and activities. Feel free to reach out to us for speaker requests during your activity or event,

Please send an email to mbordado@wwf.org.ph and provide details of your request, including the date and time.

Please note that this is also subject to availability of WWF staff and schedule of the event.

Requests from the PEZA

- Releasing a Memorandum that invites officers, staff, employees, and constituents to join and be part of Earth Hour 2025 in their homes and participate in the Hour Bank by encouraging people to do something positive for the planet for an hour and logging their hours on the hour bank;
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Earth Hour unites the globe in a moment of celebration

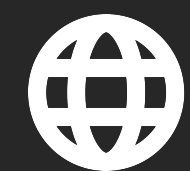
Let's make it the greatest moment for the planet the world has ever seen



60 EARTH HOUR



THANK YOU!



wwf.org.ph



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[@WWFPhilippines](https://www.youtube.com/WWFPhilippines)