



## Earth Hour

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## Why in News

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The Earth Hour was observed on 28<sup>th</sup> March, 2020.

## Key Points

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- Earth Hour is the **World Wildlife Fund for Nature (WWF)**'s annual initiative that began in 2007.
- It is held **every year on the last Saturday of March**.
- It encourages people from more than 180 countries **to switch off the lights from 8.30 pm to 9.30 pm as per their local time**.
- The idea is to **refrain from the use of non-essential lighting to save energy** in a symbolic call for **environmental protection**.
- Earth Hour has become a catalyst for positive environmental impact, driving major legislative changes by harnessing the power of the people and collective action.
- **Examples: It helped create a 3.5 million hectare marine-protected area in Argentina and ban all plastics in the Galapagos in 2014, plant 17 million trees in Kazakhstan, light up homes with solar power in India and the Philippines and push new legislation for the protection of seas and forests in Russia.**

## WWF

- It is the **world's leading conservation organization** and works in more than 100 countries.
- It was established in 1961 and is **headquartered** at Gland, **Switzerland**
- Its **mission is to conserve nature and reduce the most pressing threats** to the diversity of life on Earth.
- WWF collaborates at every level with people around the world to develop and deliver innovative solutions that protect communities, wildlife, and the places in which they live.

**Source: IE**