

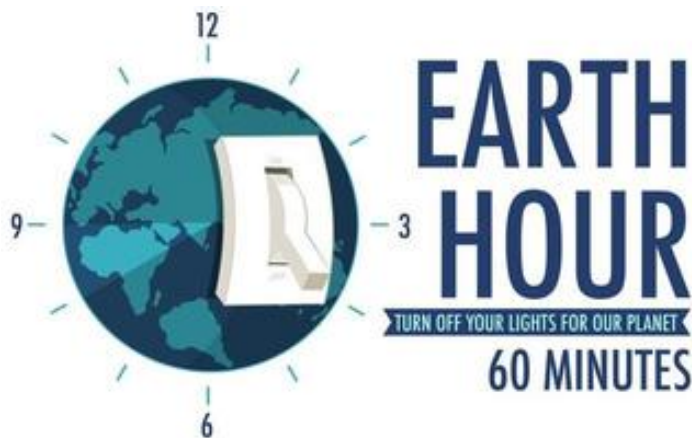


Earth Hour

 drishtias.com/printpdf/earth-hour-1

Why in News

The **Earth Hour** is being observed on **27th March 2021**.



Key Points

- **About:**
 - 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**.

- **Impact:**

- 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.**
 - **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.**
 - Push new legislation for the **protection of seas and forests in Russia.**

World Wildlife Fund for Nature

- **About:**

It is the **world's leading conservation organization** and works in more than 100 countries.

- **Established:**

It was **established in 1961** and is **headquartered at Gland, Switzerland**

- **Mission:**

To conserve nature and reduce the most pressing threats to the diversity of life on Earth.

Source:TH