



Earth Hour

Why in News?

Earth Hour is a worldwide movement organized to encourage individuals, communities and businesses to **turn off non-essential electric lights for one hour.**

- It is organized **on the last Saturday of March** as a symbol of commitment to the planet.

What is an Earth Hour?

- **About:**
 - Earth Hour is the [World Wildlife Fund for Nature \(WWF\)](#)'s annual initiative that began in 2007.
 - 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.
- **Theme:** Invest in Our Planet.
- **Significance:**
 - Earth Hour aims to **increase awareness and spark global conversations on protecting nature, tackling the climate crisis**, and working together to shape a brighter future for humans.
 - The symbolic lights-out Earth Hour has become **the world's largest grassroots movement to raise awareness about climate change and energy conservation** and to assure a sustainable, brighter future.

What is the World Wildlife Fund?

- **About:**
 - It is the **world's leading conservation organisation** and works in more than 100 countries.
 - 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.
- **Other Initiatives of WWF:**
 - [TX2 Goal](#) (a global commitment to double the world's wild tigers by 2022)
 - [TRAFFIC](#) (a joint program of WWF and the International Union for Conservation of Nature (IUCN)).
 - [Living Planet Report](#) .

UPSC Civil Services Examination, Previous Year Questions (PYQs)

Q. Consider the following statements regarding 'Earth Hour': (2014)

1. It is an initiative of UNEP and UNESCO.
2. It is a movement in which the participants switch off the lights for one hour on a certain day every

year.

3. It is a movement to raise the awareness about the climate change and the need to save the planet.

Which of the statements given above is/are correct?

- (a)** 1 and 3 only
- (b)** 2 only
- (c)** 2 and 3 only
- (d)** 1, 2 and 3

Ans: (c)

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