

THE FAMILY FUN DAY AT THE HUB, KAREN

On Saturday, the 25th of March 2017, the Panda Family Globally celebrated yet another record-breaking Earth Hour event that swept across 187 countries and territories across the world as millions of people came together to take a stand for climate action. More than 3,100 landmarks switched off their lights and millions of individuals, businesses and organizations across seven continents stepped forward to change climate change. This year's theme was "Shine A Light on Climate Action." WWF-Kenya's Call to Action for this year's Earth Hour was "Keep the Mara River Flowing."



The highlight of EarthHourKE 2017 was the event at the Hub Mall in Karen with the running theme; 'It is never too early to engage Kids in Conservation.' The event featured more than a hundred kids drawn from various backgrounds with a keen interest in conservation courtesy of Capital FM Kids Club. The kids whose age ranged from 2-13 were engaged in a lot of kiddie's fun activities revolving around conservation. An estimated 100 kids engaged with WWF-Kenya's work and got to learn more about conservation alongside a similar number of parents and guardians who signed up to become possible supporters of WWF-Kenya's conservation work.



Part of the team at the Hub event was the industrious Kenyatta University Students crew who belong to the University's environmental club. The 10 students who offered to volunteer during this year's EarthHourKE engaged the shoppers at the Hub and successfully managed to sign up close to 100 supporters to champion for WWF-Kenya's conservation efforts.

SOCIAL MEDIA HIGHLIGHTS



1. #EarthHourKE trended on 25th March from 11 am until later in the evening. This is a WIN considering that political conversations were heavy and they tend to cause more reactions. We still managed to trend at number two.

2. #ChangeClimateChange peaked in the evening while marking #EarthHourKE at the Nairobi Serena Hotel.

3. Until 9:30pm, the two hashtags were trending at number one and two consecutively.

The best thing about this win is that, all the hashtag trend was organic.

LIGHTS OUT EVENT AT THE NAIROBI SERENA HOTEL



EarthHourKE 2017 key partner was the Serena Group of Hotels which mark annually the 'lights out' event between 8:30 to 9:30 pm on the day of Earth Hour, joining thousands of other businesses and global landmark buildings across the world to shine a light on climate action. The other key partner was Barefoot Power Ltd. who provided solar powered lighting that was used during the one hour symbolic lights out period.

Other institutions that marked the symbolic one hour lights off event included: Real Towers in Upperhill, Sarova Group of Hotels and Crowne Plaza Hotel.

The Cabinet Secretary of Environment and Natural Resources, Prof. Judi Wakhungu graced the Cocktail event held at the Nairobi Serena Hotel as the Chief Guest. In her remarks Prof. Wakhungu said, "Standing here today, we switch off these lights as a demonstration of our awareness of Climate Change and its devastating effects that we already begin to see across the country. Today I stand here to show the government's commitment in playing a critical role to tackle climate change. As such, Earth Hour commemoration is a very important event and we are glad to be part of it."

LIGHTS OUT EVENT AT SERENA BEACH RESORT, MOMBASA



Alongside the WWF-Kenya team who work in the Coastal Kenya Programme (CKP), the Serena Beach Resort staff as well as other conservation and sustainable tourism stakeholders held an eventful lights out event in the Kenyan Coastal City of Mombasa.

2017 being the year of Sustainable Tourism, promotion of eco-tourism was the over-arching message by speakers at the event. The more than 40 guests were drawn from KEMFI, KPA, KWS, Pwani University, Red Cross, Media among others. Indeed Earth Hour 2017 will remain a historic one, where more than 3,100 landmarks switched off their lights and millions of individuals, businesses and organizations across seven continents stepped forward to change climate change.

The record participation was a fitting celebration for the movement's tenth anniversary and came at a time when the need for climate action is greater than ever.

A Big Thank you to all our supporters and partners who participated in EarthHourKE 2017!

For any feedback kindly contact us on commskenya@wwfkenya.org or visit our offices in Westlands, The Mvuli, Mvuli Road off Rhapsa Road.