

Sustain the Earth, go beyond Earth Hour 2011

This year, Earth Hour takes place from 8.30-9.30pm on Saturday, 26 March 2011, and the World Wide Fund for Nature (WWF) is calling on South Africans to pledge their support and go beyond the hour and commit to an action, big or small, that they will sustain for the future of our planet.



Earth Hour has previously been an encouragement for people all over the world to turn off their lights for one hour in a symbolic gesture to pledge their commitment to combating climate change.

An online platform that captures and allows individuals, organisations, businesses and governments to share their actions, will act as the tool to showcase and inspire commitments to protect the one thing we all have in common - the planet.

Jim Leape, director general of WWF, said, "The challenges that face our planet are immense, but never underestimate the possibility for change when we face these challenges with true common purpose. Hundreds of millions of people around the globe have given us a glimpse of what is possible. It is now time to go beyond the hour and show what can be done - by the people for the planet."

Start early in support of COP17

"This year is especially important for South Africa, as it will host the crucial [COP17 Climate Change Conference](#) in Durban in December and will once again be in the global spotlight," explains Zubair Sayed, executive manager of communication and marketing at WWF South Africa.

This annual conference is where world leaders meet to assess progress in dealing with climate change and negotiate obligations for reducing greenhouse gas emissions.

"The significance is great as South Africa will play host to another opportunity where world leaders can act to prevent runaway climate change.

"The organisation encourages everyone in South Africa to take a stand against climate change as it affects all of us, our country and our planet. This year, we are calling on everyone in South Africa to 'go beyond the hour' and commit to environmentally sustainable action on an on-going basis," concludes Sayed.

South Africans can sign up, share their actions and learn more at www.earthhour.org.za.

For more, visit: <https://www.bizcommunity.com>