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### **3. Earth Hour**

#### **Why in News?**

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

#### **Highlights**

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