



WWF
EARTH HOUR
2012

OUR WORLD IS BRILLIANT

WWF's Earth Hour 8.30pm on Saturday 31 March 2012.

WWF's Earth Hour is all about people coming together to celebrate our brilliant world – switching off for an hour and seeing things in a new light. And what better way to celebrate Earth Hour than over a lovely candlelit meal with family and friends?

To make it perfect, how about a dinner party where the food is as good for the planet as it is for you? You could even indulge in a bit of healthy competition, 'Come Dine With Me Style.'

Earth Hour and good food are natural partners – in more ways than you might think. The kind of food you eat on the night – and beyond the hour – can have direct and positive effects on you and on the wider world.

By a happy coincidence, eating what's healthy for you turns out to be pretty healthy for the planet too. That's what our 'Livewell' idea is all about. We know that our food – the growing, producing and importing of it – can have a massive impact on the health of both people and the environment, and we know simple actions can make a big, positive difference. Pretty much like Earth Hour itself.

Livewell is about a balanced approach to food. We all like to indulge – steak, chips and chocolate cheesecake have their place – just not every day! So for Earth Hour 2012 we'd ask you to celebrate with some delicious food inspired by our five simple Livewell 'principles', which are...

Eat more plants – fruits and vegetables add the best colours, flavours, freshness and vitamins to everyone's plates.

Waste less food – on average 30% of the food we buy ends up being thrown out, which wastes money as well as resources.

Eat less meat – whether it's red or white meat, it's very resource-intensive to produce, so it can be a tasty complement rather than a centrepiece of a good meal.

Eat less processed food – ready meals, fast foods, snacks (you know the ones we mean) – they tend to be resource-intensive to produce too, and often have high levels of sugar, fat and salt.

Eat 'certified' food – try to buy food that meets a credible certified standard, like MSC for fish or RSPO for palm oil or RSPCA Freedom Foods for meat and eggs.



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Spice up Earth Hour with a little healthy competition Come Dine With Me style

Why not organise a special 'Come Dine With Me Style' Earth Hour dinner party (or series of dinner parties) with a Livewell twist. It's easy – and the winner will be the host judged by other guests to have made the tastiest, healthiest, Earth-friendliest meal...

If you need any more inspiration, there are celebrity recipes wwf.org.uk/earthhourmenus available to download. And for those of you who fancy more of a challenge, or for the more competitive foodies, you can create your own menu using the five simple 'Livewell principles' mentioned.

You can either take turns to host and organise the meals in the days or weeks leading up to Earth Hour (maybe announcing the winner in a special candlelit celebration on the night) or plan a single Earth Hour dinner party and invite guests to bring a course each – it's up to you!

Get involved. Visit wwf.org.uk/earthhour



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Dinner party scorecard

Handy 'Come Dine With WWF's Earth Hour' scorecard

Get creative in the kitchen for Earth Hour – and remember, you'll be competing for the ultimate honour: to be crowned WWF's Earth Hour dinner party champion. So, no pressure then...

Our checklist for a sensational Earth Hour dinner party contest:

- Invite your guests using our handy invitations.
- Plan your menu – and ask each guest to bring along an Earth Hour dish inspired by our five 'Livewell principles'. Don't worry if you're not all top cooks – there's help at hand in our tasty Earth Hour recipes at wwf.org.uk/earthhourmenus created by some of the country's best chefs.
- Ask guests to score each course (or whole menu if you're hosting a dinner party each) using our handy Earth Hour scorecards, included in this pack. Rate the dishes out of 10 on taste, presentation and how well they fit our 'Livewell principles'.
- Unveil your champion. (Prizes optional!) Don't forget to take some photos and share your Earth Hour dinner party stories with us...

Extra fun for your Earth Hour dinner party

Fantasy dinner party guests?

Who would be on your list and why? Always a good game to stir up debate at the table...

Blindfold fingerfood.

It's trickier than you think – identifying foods just from their feel, smell and then finally taste, without seeing them first! (It can even be a good, if slightly sneaky way to get the kids to eat their fruit and veg).

Be bright in the dark!

Have a 'bright' dress code for your dinner in the dark – or just decorate your dining room or table with bright, eye-catching accessories.

Have an indoor picnic.

If you're not one for the conventional dinner party, pack a hamper, throw

a tablecloth on the living room floor and have an indoor picnic party – or outside if the weather's OK. We can suggest lots of Livewell nibbles to enjoy!

Don't forget to share your recipes, ideas, photos and stories - either email them to earthhour@wwf.org.uk or post on our WWF-UK Facebook page.

Celebrity chef Earth Hour menus wwf.org.uk/earthhourmenus

WWF-UK's Livewell approach wwf.org.uk/livewell


Why not ask for a small donation from your guests to help fund WWF's vital work? Every donation – no matter how big or small – makes a difference to WWF projects across the world. Visit the fundraising pages on our website for a full guide to fundraising and paying in forms. wwf.org.uk/fundraisingpack

	STARTER	MAIN	DESSERT	TOTAL Out of 30
1 _____				
2 _____				
3 _____				
4 _____				
5 _____				
6 _____				

Principle	Winning tips
Eat more fruit and veg	Fruit and vegetables are the stars of the show
Waste less food	Did you buy the right amount and can you use the leftovers?
Eat less meat	Include meat if you like, but it doesn't have to be the focus for a meal to be delicious. And remember, simply replacing meat with a dairy-heavy menu won't reduce your environmental impact that much
Eat less processed food	Try cooking from scratch using fresh ingredients for a healthy menu – and go easy on the sugar, fat and salt
Eat certified food	Incorporate food that meets a credible certified standard like Marine Stewardship Council (MSC) for fish, RSPO for palm oil or RSPCA Freedom Foods for meat and eggs.

And the Ultimate Earth Hour dinner party host is...

Don't forget to switch off the lights at 8.30pm on 31 March!



Why we are here
To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

wwf.org.uk



Dear:

COME DINE WITH ME FOR WWF'S EARTH HOUR!

Date:

Join us for candlelit fun and games at:

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Please bring:

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RSVP

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