



SAN BEDA

Manila
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GENERAL MEMORANDUM

March 13, 2017
No. 2017 – 43

To : **VICE RECTOR
VICE PRESIDENTS
DEPARTMENT / OFFICE HEADS
FACULTY MEMBERS
SERVICES PERSONNEL
STUDENTS**

From : **THE RECTOR-PRESIDENT**

RE : **EARTH HOUR 2017 CAMPAIGN**

On the 25th March 2017, the Philippines will once again join the global community in celebrating the 10th year anniversary of **Earth Hour**, with cities and towns all over the world switching off their lights from 8:30pm – 9:30pm sending an even stronger message to take action on global warming.

This year, Earth Hour continues to encourage everyone to help *shine a light on climate action*, helping spread a new era of climate awareness that started when the world came together and agreed on a global climate deal in Paris last 2015. As the Philippines targets an emissions reduction of seventy per cent (70%) by 2030, this global campaign will visually present the need for every Filipino to take action today as climate change affects people of all ages, backgrounds and cultures.

In this light, the Bedan community is cordially invited to be a partner again of **Earth Hour 2017** and broaden public participation in this year's holding of Earth Hour. In particular, we are invited to encourage all to:

1. Switch off or dim their non-essential lights, including streetlights, signages and key monuments, during this global 'lights out' event on Saturday, 25 March at 8:30pm for one hour.
2. Promote the Earth Hour 2017 to administrators, faculty, staff and students.

3. Document Earth Hour event and send to WWF, which shall upload the photos online to showcase endeavors to celebrate Earth Hour 2017 around the country. You can also join Earth Hour 2017 event page:
<https://www.facebook.com/events/192868844529364/> hosted by WWFPhilippines and post photos of your participation.
4. Mobilize other sectors within our jurisdiction to support Earth Hour by switching off their signage lights or some of their lights in their facilities, as their operations/business will allow
5. Pledge to go “Beyond the Hour” and help “Shine A Light on Climate Action” by publicly promoting renewed ways/practices/programs of initiating change, which can include environmental projects/actions that the offices and individuals are willing to undertake throughout the year.
6. Log in and register support at the Earth Hour Pilipinas website via www.wwf.org.ph/earthhour.

This partnership will be a major contribution to the success of the event and more importantly, it will support our vision of “going beyond the hour” when Filipinos take action against climate change from this hour and beyond.

Thank you very much for your enthusiasm and commitment. With your support, we look forward to another victorious hour!

Animo San Beda!

REV. FR. ALOYSIUS MA. A. MARANAN, OSB