





1. Choose one of my phrases or write your own
2. Print me off, cut me out and stick me on your light switch (with blue tac, never with glue!)
3. Take a snap of me and share it with the hashtags #everydaythings and #earthhouruk in time for Earth Hour on 28th March



switch off for
Earth Hour



You
stay green
Planet Earth

Light Savers for WWF Earth Hour

To promote WWF's Earth Hour event Pentagram's Do the Green Thing have ask world famous designers including David Shrigley, Marina Willer and Hudson Powell to design Every Day Things. Winning Do The Green Things young creatives competition to re-design a light switch promoting sustainable behaviour Torsten has been included in this prestigious group.

Light Savers is not light switch but a social media campaign designed to engage the public and spread the message of Earth Hour. Free graphics of WWF Panda faces can be downloaded, cut out and stuck onto a light switch; spreading the message where it is most relevant but also allowing you to share this message on social media with a photo.