## EARTH HOUR CAMBODIA 2025: ONE HOUR FOR EARTH, ONE VOICE FOR NATURE CAMPAIGN RESULTS AND IMPACT

## For 15 years, Cambodia has switched off the lights and switched on hope for the planet.



Since 2010, WWF-Cambodia has joined hundreds of other countries in celebrating Earth Hour, the world's largest grassroots movement for the planet. The global campaign asks us to turn out our lights and spend sixty minutes doing something positive for the planet, uniting to envision a better future for people and nature.

This year, Earth Hour coincided with World Water Day on 22 March 2025, reminding us of the importance of our freshwater habitats and resources. For Cambodian people to thrive, we need our rivers and related wildlife to thrive, too. Therefore, we called on our communities, businesses and policymakers to protect the Mekong River, including beautiful species like the Irrawaddy dolphin. To amplify Earth Hour's message, we aligned our celebration with the Mekong Dolphin Swim, a four-day swimming relay to raise funds for river dolphin conservation. We recruited riverside communities to join trash clean-ups and dolphin-watching tours to celebrate nature alongside the swim.

We hit the ground running on the morning of Earth Hour with a 4-kilometre fun run along Kratie Town's scenic riverside view. Over 700 participants grabbed their sneakers and reusable water bottles to join the race, watching the sun rise over one of Southeast Asia's richest ecosystems. The "Run for a Greener Tomorrow" encouraged participants to protect this natural landscape for a brighter future.









Following our fun run, community members visited a local product exhibition by our community partners. Small businesses and social enterprises sold Mondulkiri wild honey, locally grown vegetables, handmade crafts and more, supporting sustainable livelihoods that heal our planet. Throughout the day, young people signed pledge boards committing to living more sustainably to protect our ecosystems and wildlife.





Finally, as the sun sank behind the Mekong River's banks, community members gathered at Kratie's Independence Monument for our evening programming. A Buddhist meditation and traditional art performances connected conservation messages with local culture, emphasizing the interconnectedness of people and nature. A concert by Cambodian singer KAI also energized the crowd before our lights-off ceremony – the culmination of many weeks into one symbolic moment of unity. The campaign engaged over 2000 inperson participants from Stung Treng, Kratie, Phnom Penh and beyond.

To expand Earth Hour's reach to new audiences, we also engaged online communities through a joint digital campaign with the Mekong Dolphin Swim. We encouraged the public to commit to sustainable actions for our planet, such as refusing plastic bags, reducing energy consumption or purchasing organic products. Through 50+ social media posts, we reach at least three million digital users. We also engaged at least 200,000 visitors to AEON Mall in Phnom Penh, Sen Sok and Mean Chey.

How would you give sixty minutes back to the planet? Visit our website and social media channels to see how you can help WWF-Cambodia build a better future for people and nature.

