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CAMBODIA

A joint campaign for our people, planet and its precious wildlife.

The Mekong Dolphin Swim & Earth Hour Cambodia



Earth Hour coincided with **World Water Day**, reminding us of the importance of our freshwater habitats and resources. For Cambodian people to thrive, we need our rivers to thrive too. Therefore, we called on our communities, businesses and policymakers to protect the Mekong River and the iconic Irrawaddy river dolphin.

We converged our Earth Hour campaign with the **Mekong Dolphin Swim**, a four-day swimming relay to raise funds for river dolphin conservation. The flagship initiative raised local and global attention for dolphins, rallying riverside communities to keep gillnets and pollution out of dolphin habitats. During and after the swimming campaign, we hosted several large-scale community events to reconnect Cambodians with their planet.





During the Mekong Dolphin Swim, five conservationists swam 120km down the Mekong River through Irrawaddy dolphin habitat, recording wildlife sightings and removing harmful gillnets.



One Hour for Earth, One Voice for Nature

Earth Hour 2025 was a year to remember in Cambodia....

- **2,000** in-person participants joined our events
- **3+ million** social media users were reached by our campaign
- **US\$20,000** were raised for our River Guard Programme protecting dolphin habitat
- **Hundreds of young people** pledged their commitment to living more sustainably

We started Earth Hour by watching the sun rise over the Mekong River during a **4-kilometre morning fun run** along Kratie Town's scenic riverside. After the Run for a Greener Tomorrow, a **local product exhibition** promoted sustainable goods by our community partners.



Finally, as the sun sank behind the Mekong River's banks, community members gathered for our evening programming. **A concert with Cambodian singer KAI** energized the crowd before our lights-off ceremony, a symbolic moment of unity for the planet. **A guided meditation from a revered Buddhist monk** also connected our conservation messages with local religion and culture.

We are grateful to our government, NGO and private sector partners for helping make Earth Hour a success.



You can help protect Irrawaddy river dolphins and their home by visiting thedolphinswim.org.

