



WWF *for a living planet*

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PRESS RELEASE

“Learn With WWF-Bhutan” launched as part of Earth Hour 2026 campaign

Thimphu, 3 March 2026: Coinciding with World Wildlife Day, WWF-Bhutan launched the *Learn With WWF-Bhutan* program, an initiative designed to nurture informed, empathetic, and proactive young conservation stewards through immersive, nature-focused learning experiences.

Hosted at WWF-Bhutan’s learning centre, Panda Explore, the program will feature monthly sessions, initially dedicated to WWF-Bhutan’s ten flagship species: Bengal tiger, snow leopard, golden mahseer, red panda, takin, white-bellied heron, black-necked crane, Asian elephant, and ruddy shelduck.

The programme aims to inspire young conservation champions through interactive learning and hands-on activities that deepen understanding of Bhutan’s wildlife and natural heritage. It provides children with opportunities to engage directly with scientists, conservationists, park rangers, and community champions by fostering dialogue where young participants can ask questions, gain insights, and share their perspectives.

The species in focus for the launch event is the Bengal tiger, and Senior Forestry Officer and Cat Specialist Dr. Lungten Dorji from Nature Conservation Division, Department of Forests and Park Services will share his experiences and knowledge about tiger conservation.

This launch marks the first in a series of activities leading up to Earth Hour 2026, a global movement initiated by WWF, now in its 20th year.

Key environmental partners, namely Bhutan Trust Fund for Environmental Conservation (BTFEC), Bhutan for Life (BFL), Bhutan Foundation (BF), and Bhutan Ecological Society (BES) and WWF-Bhutan are jointly organizing the national Earth Hour 2026 campaign. The month-long campaign will culminate in a one-day event at Gelephu Mindfulness City, ending with the symbolic “switch off” from 8:30–9:30 PM.

This year’s campaign also brings together organizations, institutions and youth groups, to promote environmental awareness and inspire nature-positive actions. Activities will be implemented in collaboration with Bhutan Insurance Limited through the One Tree Initiative, the Ministry of Education and Skills Development, Trashiyangtse Nature Club, Education for Nature (EFN) Society of Royal Thimphu College, and Touching the Earth.



About Earth Hour

Earth Hour is a global movement initiated by WWF, during which individuals, businesses, and landmarks switch off non-essential lights for one hour (8:30–9:30 PM) to show support for the planet and raise awareness about climate change and biodiversity loss. Beyond the symbolic hour, the campaign encourages long-term, nature-positive actions. Today, Earth Hour is observed in more than 100 countries worldwide.

For more information, please contact:

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About WWF

WWF is one of the world's largest and most respected independent conservation organizations, with over 5 million supporters and a global network active in over 100 countries. WWF's mission is to stop the degradation of the Earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption. Visit www.wwfbhutan.org.bt for the latest news and media resources and follow us on X @WWFBhutan.