



Earth Hour 2021 emphasises the need of collective actions to protect nature – our shared home

This year, Earth Hour goes digital in solidarity with people across Cambodia and the planet. During the challenging time, the Ministry of Environment, Youth Earth, WWF, Sabay Digital, Smart Axiata, Department Media and Communications of RUPP, the U.S. Ambassador's Youth Council, and Young Eco Ambassador stand united with all Cambodian people and the world in our fight against the spread of the Covid-19 and protect people and our planet.

His Excellency Neth Pheaktra, Secretary of State to the Ministry of Environment, prompts that this is the time when the importance and linkage of nature and biodiversity to our existence and well-being reaffirm themselves. "Forests are the lungs for filtering polluted air, an important role forests play as part of natural resource ecosystems. Indispensable, forests are the planet's agent that maintain the balance within the natural environment, regenerate the fresh and quality climate, including the air we all breathe, as well as maintaining the integrity of water resources, protecting the watershed and biodiversity. Forests are the protection for our planet and our lives. Therefore, we must recognise the interconnectedness between the quality of nature and the health and well-being of humanity," he said.

"Every small –but legal, honest and accountable – action counts as a contribution to preserve the Kingdom's natural resources in order to help prevent further biodiversity loss and reduce impacts of climate change for the benefit of people and nature."

With "Make Room for Nature" as the theme, this year's Earth Hour focuses on raising awareness on why nature matters and seeks to ignite conversations online about the vital importance of nature in our daily lives and the increasing threats our shared environment is facing every day.

This year, **Ms. Meas Soksophea**, Cambodia's Popular Pop Singer, raises her voice for nature on social media calling on all Cambodian citizens to join her in making a difference in their every day's life.

"In our whole life we cannot always do great things. But we can commit to small things with great love, especially for nature and for us," she said.

Mr. Seng Teak, WWF Country Director, explains this year's Earth Hour Cambodia partnerships are inspiring with unprecedented and powerful participation of young people, and it gives us hope that together we can save our beautiful nature, rivers, forests and biodiversity, and support a sustainable society where people live in harmony with nature.

"Everyone has role to play in protecting our nature, our environment and our wildlife for the current and future generations," he said.

"Raise your voice for the environment and adopt the pledge for nature."

Ms. Chhum Putheavy, Team Leader of Youth Earth and a Student with the Department of Environmental Science of the Royal University of Phnom Penh, is observing a growing engagement rate of Cambodian youth in environmental dialogues, their contribution in conserving the Kingdom's biodiversity and their participation in environmental awareness activities.

"I pledge to take positive actions to safeguard the environment, our shared home, and urge all young people to join me and other people in Cambodia and the world in securing a sustainable future, tackling climate change and reversing nature loss for people and nature," she said.

For the private sector and businesses, Earth Hour represents an excellent platform for them to become part of the solutions needed to build a healthier and sustainable society and to give back to nature and the communities they serve.

"The significant value of nature and its link with people's and society's well-being emerged clearly and warned us all of a great danger humanity would face if people don't do enough today to protect the natural ecosystems of Cambodia and our planet earth," said **Mr. Chy Sila**, Chief Executive Officer of Sabay Digital (Sabay Co. LTD).

"Every small action counts! I adopt my pledge for nature and, collectively, we can provide a sustainable home for our children and future generations," he added.

Mr. Thomas Hundt, Chief Executive Officer of Smart Axiata said "communities have become more environmentally conscious in recent years, but I would like to encourage businesses, households and individuals in Cambodia to pay more attention to environmental protection and the sustainability of nature we all share."

He added that "for the Earth Hour, please join me to speak up for nature and continue to take actions on your daily life to help protect nature on which our health, happiness and prosperity depend."

This year in Cambodia, "Earth Hour at Home" will be held from 8:30 p.m. to 9:30 p.m. on Saturday 27th March.

Please tune in to our live discussion with Special Guest Speakers on the topic #MakeRoom4Nature, which will be live through the [Earth Hour Cambodia Facebook Page](#) at 7:00pm this Saturday 27 March 2021.

Also, please join us on this Saturday 27 March *from your individual homes* in switching off electric lights for one hour at 8:30pm to show your commitment to a sustainable environment and a healthier planet.

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Earth Hour Cambodia's Digital Campaigning with the Ministry of Environment, Youth Earth, WWF, Sabay Digital, Smart Axiata, Department Media and Communications of RUPP, the U.S. Ambassador's Youth Council, and Young Eco Ambassador.

Notes to the Editor:

- Earth Hour Cambodia 2021 goes digital and embarks on its core message: "Make room for Nature", calling on all people to make a difference in their every day's life for nature and future.
- No nature = No future! Nature underpins everything around us - from the food we eat, the water we drink, and the air we breathe, to our very livelihoods and quality of life. Nature is vital for all our futures – and yet, the rate of global loss of nature in the last 50 years is unprecedented in human history. There's an urgent need for collective and transformative actions for save nature, biodiversity and the planet earth, our shared home.
- Earth Hour is one of the world's biggest environmental movement organised every year on the last Saturday in March. Earth Hour was first organised in 2007 in Australia and has grown larger

since to among all five continents and in over 180 countries across the globe. Cambodia first joined Earth Hour in 2010 with the participation from the Royal Government, private sector, households and different small youth groups in Phnom Penh.