

Greenolution *Digest*

Greenolution e-Newsletter, March 2015

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COVER STORY



Why you must SWITCH OFF!

What is Earth Hour?

It is a global movement organized annually by the World Wide Fund for Nature (WWF), for Earth. The idea for Earth Hour was first conceived by the World Wildlife Federation in Australia in 2005 in response to scientific data revealing the devastating impact of climate change. The environmental advocacy group teamed up with advertising agency Leo Burnett and came up with the idea of a large-scale 'lights-out' event. Back then, the project was called "The Big Flick." The event aims to encourage individuals, communities, households and businesses to turn off their non-essential lights for one hour, from 8:30 to 9:30 p.m. on the last Saturday in March, as a symbol for their commitment to the planet.

The movement had its famous beginning as a 'lights-off' event in Sydney, Australia in 2007. Since then, Earth Hour has grown to engage more than 7,000 cities and towns worldwide. Today, Earth Hour engages a massive mainstream community on a broad range of environmental issues. The one-hour event continues to remain the key driver of the now larger movement.

Earth Hour 2014 was on Saturday, March 29, from 8:30 pm to 9:30 pm in a location's local time.



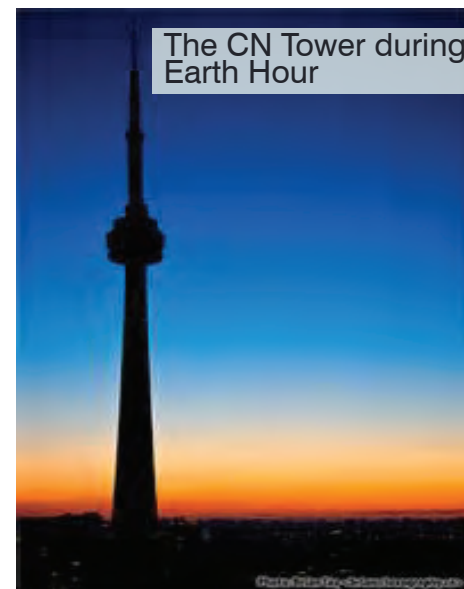
COVER STORY



Why you must SWITCH OFF!



Canada's famed CN Tower on any normal day



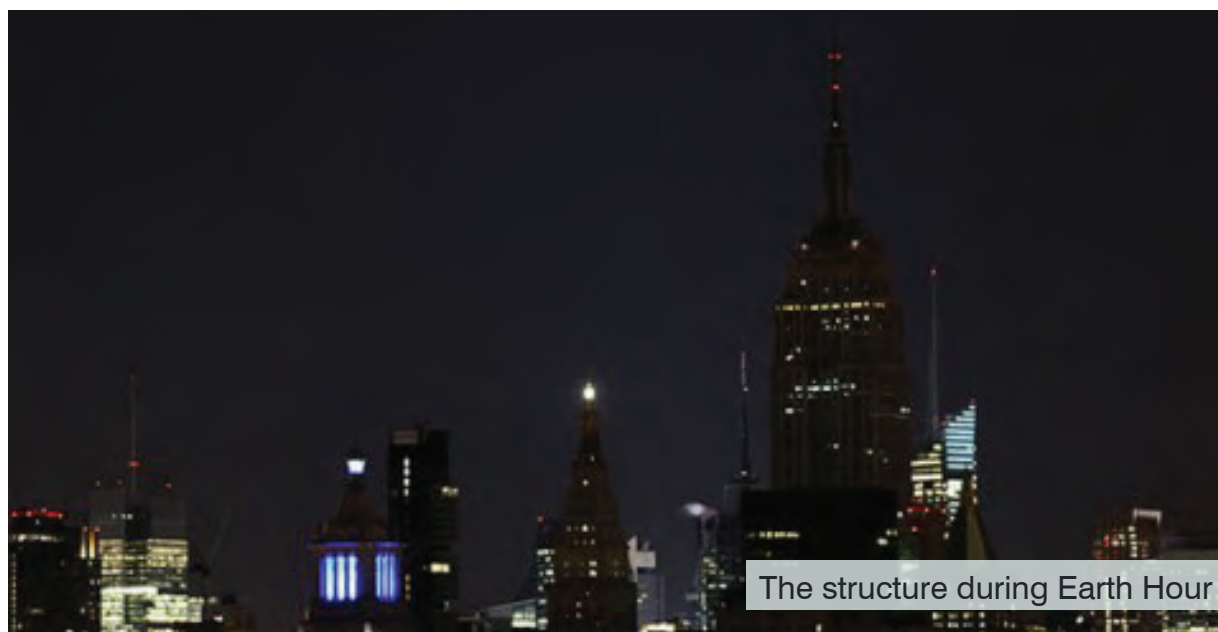
The CN Tower during Earth Hour

How can I contribute, you ask?

Earth Hour is a movement anybody can participate in, regardless of their age, location or social standing. All it needs is the willingness to contribute towards the well-being of the environment. Earth Hour 2015 will be on Saturday, March 28, from 8:30pm to 9:30pm during participants' local time.



Empire State Building in New York all bright and well lit up



The structure during Earth Hour

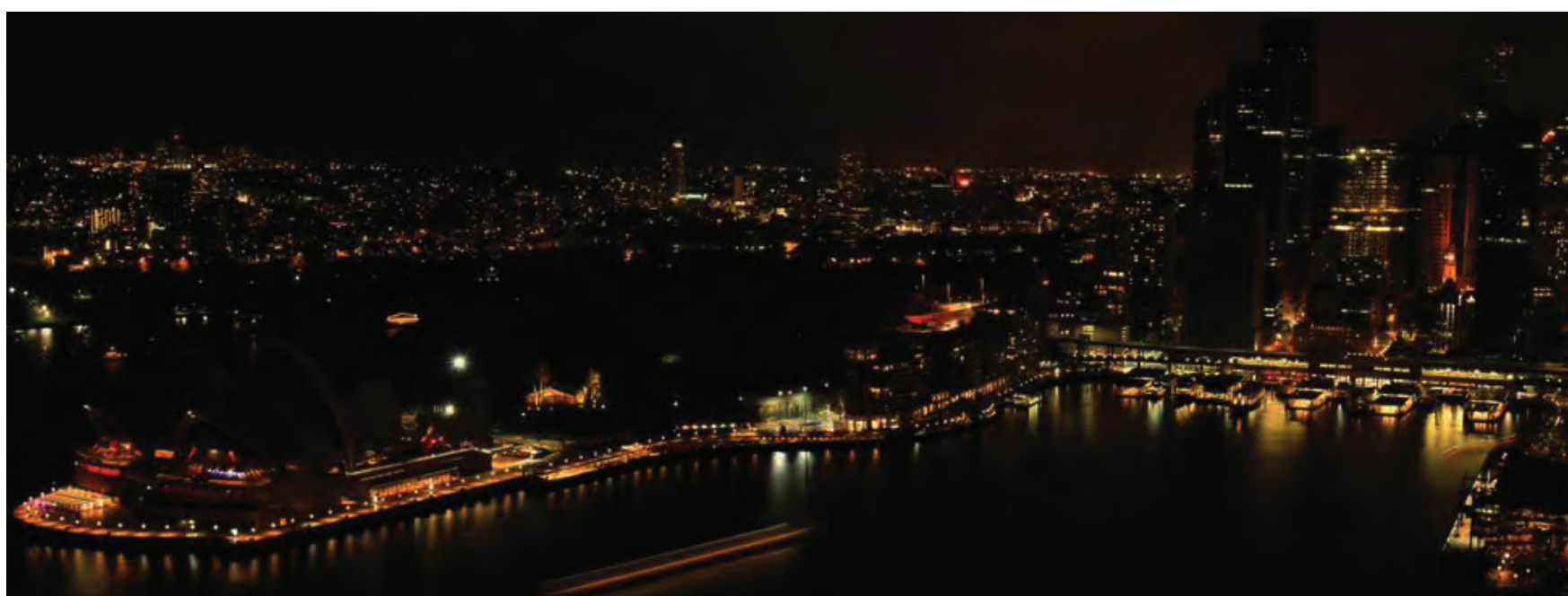
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Why you must SWITCH OFF!

Did you know?

- Earth Hour is held every year in late March, around the time of the Spring and Autumn equinoxes in the northern and southern hemispheres. This is when sunset times are almost the same in both hemispheres. Organizers say this ensures the greatest visual impact for a global 'lights out' event.
- Major landmarks around the world, including the Sydney Opera House, the Great Pyramids, the Empire State Building and the Las Vegas Strip, have taken part in Earth Hour.
- Even the so-called City of Lights has gone dark, with the Eiffel Tower shutting off its power. Lights on Toronto's CN Tower were turned off during Earth Hour's first international campaign in 2008, as thousands of people across the city joined in.
- Websites have also found ways to take part in Earth Hour. The Google homepage in many countries has 'gone dark' by switching its usually-white background to black.





Why you must SWITCH OFF!

Energy saving must not be left to Earth Hour only. It must be second nature. Here are a few tips to follow:

- When boiling water in a kettle, put only the amount of water you need. So if you're making a cup of tea for one, don't fill it to the top
- Use energy saving light bulbs
- Turn appliances off from the plug point, don't keep them on standby. At the end of the working day PCs and monitors should be switched off at the main switch or, where appropriate, at the power bar or plug connector. This prevents standby switches from needlessly consuming energy.
- Keep ACs at 26 degrees or more
- Take advantage of daylight by using light-coloured, loose-weave curtains on your windows to allow daylight to penetrate the room. Also, decorate with lighter colours that reflect daylight
- When using an oven, don't open the oven door too often to check food condition as each opening leads to a temperature drop of 25° C
- If you've got a family, watch what your children are doing - they'll cost you the earth if they are leaving their appliances on and they're in their bedrooms for hours playing with their computers or DVDs



GREEN QUIZ

Quiz

1 Global Warming is caused only by natural factors

- A. True
- B. False

2 How long does it take for CO₂ in the air to disperse?

- A. 1 Year
- B. 100 Years
- C. 50 Years
- D. 5 Years

3 Which Arctic animal many scientists consider most vulnerable to extinction due to global warming?

- A. Toucans
- B. Tropical frogs
- C. Polar bears
- D. Narwhals

4 A rise in global temperature is expected to increase instances of malaria.

- A. True
- B. False

Send in your answers to
employee-feedback@tatapower.com

To know the winner for last issue

visit www.greenolution.com



GREEN CLICK



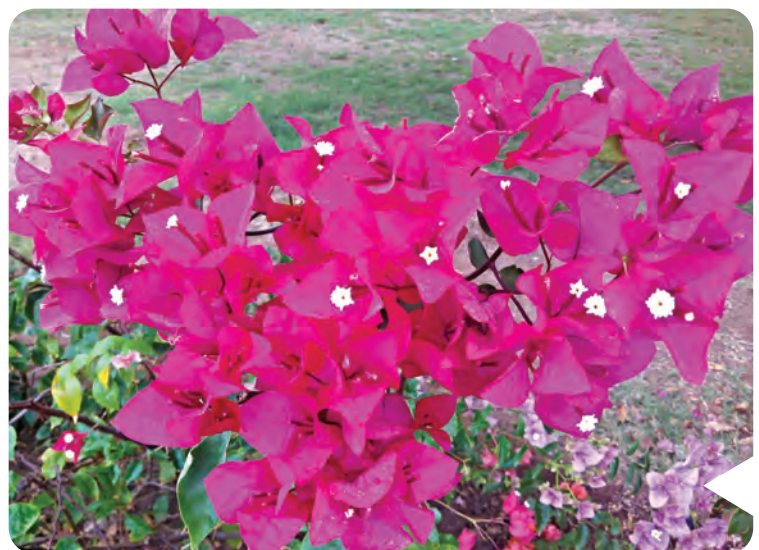
Kamlakar Hadsul, Trombay



Harish Gupta, Carnac



Rajnish Singh, Trombay



Tushar Tripathi, CGPL