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## The discourse behind an Environmental Campaign - case study: The Earth Hour.

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## **Abstract:**

An environmental campaign is an important communicative strategy to call attention and raise knowledge regarding environmental issues. However the creation of a campaign involves a dynamic between the issue, organization and different stakeholders. This paper explores the dynamic between a civil society organization, corporations and issue on a construction of a campaign. The present study focuses on the process of attempting to communicate to the different actors and their discourse.

**Keywords:** Environmental advocacy Campaign, Discourse, Public Relations, Corporations and WWF

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

Name, Last Name: Ana Carolina Marciano

# 1. Introduction

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*In the Introduction chapter I will present the context of my study, the aim of my study and the research questions I will try to answer.*

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This paper is an investigation of the mechanism of an environmental advocacy campaign, its discourses and the dynamics between stakeholders and issue. The main interest of the work is to investigate how communication strategies take place in an environmental campaign. The paper uses the Earth Hour campaign as a frame. Primarily the researcher raised two main questions. Firstly, if the before mentioned campaign fulfilled the requirements of an environmental advocacy campaign. The second question was regarding the relation between the issue (Climate Change), the NGO and Corporations.

I have raised both questions and based my theoretical research on them. But those questions have changed along the process. As a new researcher in the field of communication I took the research field and the actors' who were objects of the investigation for granted. The researcher did not consider that actors have different perspective and may perceive communication in different ways.

Although the primary questions have changed during the process, it is still legitimate since the overall goals of this paper is the learning process and collaborate to the communication arena.

Due to unexpected barriers to be described later, the researcher found valid to focus on the process of the study. Therefore the use of the first person (I, me) will be a common aspect of this paper.

The present work will reflect critically on the agenda (objectives) of an environmental campaign as well as the dynamics between the organization and the stakeholders. I will also discuss where the objective of the matter ends up and what my perception of the campaign was. What I perceived and what they perceived as communication. Inspired by Habermas I will also analyze whether the organization, as a civil society institution, facilitates democratic arenas in its communication process.

## 1.1-World Context

During the past few years the global warming effects have been on the spotlight and society is getting involved on the issue. The United Nations Climate Change summit in December of 2009 grabbed even more worldwide attention to environmental problems. To support the demand for more information, action, awareness, attitude change and/or behavior regarding Climate Change, NGOs are creating and using different numbers of communicative strategies. For instance, environmental campaigns, workshops, environmental education, newsletters, mass demonstrations and so on. Some strategies are pragmatic, aiming for immediate action, and others are constitutive with the purpose to create awareness. A number of organizations communicative strategies have the purpose to create awareness in environmental issues, such as climate change. But they also aim to call media's and people's attention to the organization. In other words, the

discourse may be to create awareness but also to call attention to the organization's work. Different goals make the NGOs create different strategies of communication. One of the most used strategies are environmental advocacy campaigns which, according to Cox (2006), has a pragmatic and constitutive part and the objective can be to create awareness, alert, persuade or advocate.

In my view, campaigns launched by environmental NGOs are either using the classical model of communication which describes the communication process as a simple transmission of information emphasising the role of the sender. Or they are using public relations as a management tool to communicate the message. The question I raise is whether it is a suitable way of doing an environmental campaign. Is it fulfilling the requirements of an environmental communication campaign? The aim of Environmental Communication as a discipline is not only to create awareness but to make people reflect and act towards environmental issues. Therefore environmental campaigns are one of the major tools of communication to mobilize, inform and create awareness. This kind of strategy requires an intricate social and even economical dynamic between different stakeholders and the issue.

The study will reflect critically on the objectives of an environmental campaign as well as the dynamics between the NGOs, the environmental issue: climate change and the stakeholders during the arrangements and execution of the campaign. Aiming to understand this dynamic I have selected as a case study, a global nature conservation organization which employs different methods such as lobbying, fund-raising and environmental campaigns to achieve its objectives.

## **1.2-Case study**

### **1.2.1-Organization**

This research will analyze the environmental campaign discourse through the perspective of the World Wide Fund for Nature (aka WWF). The organization is also known as World Wildlife Fund in North America but it is simply identified as WWF and a panda logo. During the 80's the organization got involved not only with conservation projects but with biodiversity and sustainability projects as well. Hence the new name was more suitable for its purpose. WWF is a nongovernmental institutionalized organization with more than 100 offices spread all over the world working with partnership with local non-profit agencies and other global NGOs (Boyce and Lewis 2009, p.108). The organization mission is "to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature" (WWF- Global).

The organization is known for its conservation goals in addition to its close relationship with corporations and Governments which they consider important stakeholders to stand against Climate Change. Individuals are important stakeholders as well but they are encouraged to participate mainly through online campaigning.

In the year of 2004 WWF Australia, influenced by recent reports of IPCC (Intergovernmental Panel on Climate Change), decided to create a campaign focusing on Climate Change. The organization spent a few years trying to create the concept until they released a campaign in 2007 called the Earth Hour. The campaign consists of a symbolic act of turning off the lights for 60 minutes to show concern to climate change issues. The strategy was immediately spread to more than 30 countries in the following year. Important monuments in the world stood in the dark to protest against climate change. This year more and more countries and cities joined the act, as well as big corporations participated as partners or channels to transmit the message.

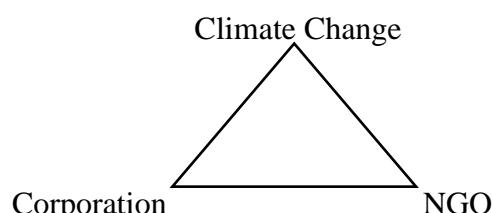
The campaign tools are many, from personal communication to online and media advertisement. The social media networks are also used as tools of communication to achieve the campaign goals. Besides the social network, the campaign has template letters to invite citizens, institutions and corporations to take part in the symbolic act. All these tools are globally used to encourage the public to participate. In order to answer my research questions, I have decided to concentrate on WWF Portugal aiming to analyze deep and understand the dynamic of an environmental campaign and its main stakeholders. The investigation also concentrates on how they perceive environmental campaign and use the discourse to engage corporation in the issue.

### **1.2.2- WWF Portugal and the Earth Hour**

For the third year in a row the Earth Hour campaign took action in Portugal with the participation of more than 20 municipalities, precisely 20 corporations and ten entities plus a large number of households. The country follows the Australian worldwide model of the campaign with a few adaptations to their own reality. I investigated how the NGO in Portugal is carrying the campaign as well as its relation to the stakes sponsors of the campaign. I have decided to investigate the Portugal campaign because of a few reasons, such as language and the involvement of interesting stakeholders sponsoring the campaign.

### **1.3- Aim of the Study**

The aim of the study is to investigate and understand the dynamics of the Earth Hour campaign looking into the discourse and the relation among the issue, organization and the corporations. Therefore my overall goal with this research is to understand the different communication processes. I intend to do that based on interviews and my own interpretation of the discourse and reaction of the different interviews and attempt to communicate.



## **1.4- Research questions**

As a new researcher I was naive and took the research field for granted. I did not consider the strategic actors and their self interests. I have prepared my research questions in advance but did not consider that I would face barriers along the way. Despite the obstacles I have decided to keep my primarily research questions. They are:

- What are the objectives of the campaign?
- What are the communicative strategies used in the campaign? Are they fulfilling the requirements of the Environmental Communication campaign concepts?
- Why did the organization decide to launch the campaign with these strategies? Why using public relation methods such as advertising? Does it work on their perception?
- What is the role of the corporations in the campaign?
- What is the role of the organization in the campaign?
- What is the relation between organization, corporation and the issue?

Through the process I have recognized that some of the questions above were the wrong ones. However if I had not raised them I would never know why or in which way they are or were wrong. Raising the wrong questions was time consuming but it also gave material to reflect upon.

## **2.Methods**

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*In this section I will describe the methods and methodology used to accomplish this research. The chapter will also describe the strength and weakness of each method used.*

This research is in the form of qualitative analysis based on structured interviews, website analysis, my personal reflection and critical interpretation of the material gathered and the reaction of the stakes when questioned about the campaign. A qualitative research means “any type of research that produces findings not arrived at by statistical procedures or other means of quantification” (Strauss and Corbin 1998, p.10). Interpretation and reflection of the material means that I will use theories and my own pre knowledge to understand the data collected. As a new environment communicator researcher I tried to interpret the discourse of the stakes analyzing the written and spoken language as well as the reaction of the interviewees during the process. Even though I have tried to analyze the material with different perspectives I am aware that as

every human being I am biased. Perspectives are ongoing and depend on time and social group that we are inserted in. They are point of views created by social interaction therefore my perspective will influence my perception of the situation. I had pre-ideas of how an environmental campaign should be framed. I also have a bias behavior toward the organization due to unexpected reaction they had towards me while contacting them for interviews. As I am aware of these constraints I will try to take the role of the other and make an effort to understand the stakeholders' perspective.

I have decided to write as a narrative and in the first person (I, me and myself) because during the process I have experienced unexpected obstacles which are important to the conclusion and the work process. As a social human being my interpretation depends on my social environment and my understanding and interpretations of symbols. Those symbols can be concrete and abstract but they are responsible for creating a reality and form society. My interpretations of those symbols will be described during my work and supported by a theoretical framework.

## **2.1-Interviews**

An interview is a conversation which can be formal or informal between two or more people. The interviewer asks questions to the interviewee in order to assess information about a subject. The interviews can be carried in several ways such as informal conversation, structured, semi-structured or open ended.

During the preparation process I decided to have semi-structured interviews which I consider a better way to collect data. But once I have started the research I had to conduct a structured interview due to several reasons. First, there was an eruption of a Volcano in Iceland which closed the airspace of a number of countries in Europe for over two weeks. As a result I was not able to fly from Sweden to Portugal. Alternatively I have decided to have phone interviews and keep the semi-structured interview method. However the stakeholders preferred to receive the questions through email which forced me to have structured questions. The weakness of having a structured interview is the possibility of reducing the chance of discovering something that you did not frame. Despite the disadvantages, the structured interviews are faster and easier to be analyzed. Considering the time constraints for doing the research and the time the organization had available, the structured interview was the preeminent option. In order to reduce the drawbacks of the structured interviews I have asked some of the questions in different ways and in different step of the interview. I felt that proceeding in this way I would get the answers from a different angle. After interviewing one person in the organization in Portugal I decided to contact the creator of the campaign in the Australian office. I had a feedback from the communication manager who sent me a soft document<sup>1</sup> (see appendix 2) about the history of the campaign including the transcript of the conversation and information about the relationship of the organization and the advertising agency who created the concept of the Earth Hour.

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<sup>1</sup> Online documents not available as physical file.

The other stakes involved in the preparation of the campaign are big corporations. I have identified three important corporations in the process of creating the campaign. Two of them transnational companies which are already partners of the organization. They are Coca Cola and IKEA, the sponsors of the campaign. The other main partner is a national communication company called SIC. At the beginning they all agreed to be interviewed but during the process because of external factors as well as unknown reasons, they asked me to send the questions as a questionnaire, that is, they asked for structured questions. I sent them and suggested a follow-up interview after that. The three corporations had different reaction to the questions as I will describe with details in the following sections. This method has a number of limitations such as answer the question in a summarized way or opting not to answer. As all the other methods there are also advantages. The structured interviews are quickly conducted and the interviewee few more comfortable because they have the option of not answering the question. I have made three interviews with key personnel (see appendix 1) in order to collect information.

The major part of the literature used for the research is in English but some documents about practicalities of the campaign are in Portuguese as well as the interviews. There were a few limitations regarding the technical literature such as the lack of scientific material about the organization and environmental campaigns. In addition, there is the fact that environmental campaigns changes depending on time it occurs, aim and target.

### **2.3- Website analysis**

The website analysis is not a usual tool in research although it is getting more common nowadays. The analysis helped to assess the campaign strategy and the tools used to communicate. It also facilitated the assessment of different information which helped me prepare the interview questions. As stated in Wotrich and Sastararuji in Raditya, D (2009, p.20) “organizational documentation can be accessed publicly in form of annual reports, reports to shareholders, press releases, advertisements, company website, mission statements, and any other printed-form public relation materials.” This method is easily carried out because it depends only on the website and a computer connected to the internet, but the websites can be changed by the host easily therefore the information can be taken or changed without any previous notice.

### **2.4 – Methodology**

The work focuses on the process of the research. Hence I will use discourse analysis to look into and critically interpret the empirical data.

“Discourse analysis emphasizes the versions of the worlds, of society events and inner psychological world are produced in discourse”. (Bryman 2008, p.500) It is about understanding and interpreting what is said, written or done. I will interpret the data always raising the question of what are the stakeholders’ discourses and what they are doing, whether theory and practices match, how the discourse is constructed and what

the result is. The discourse will be analyzed according to the context of the stakeholders. However the analysis of the communication reflects my own view of the reality and as such it pays attention not only to the text, or actions, but also the silence or non responsiveness.

Discourse analysis can provide different perspectives which are an advantage of using the methodology. However taking different perspective into account brings a disadvantage. They do not provide a single right answer since it is a systematic approach.

The next chapter presents the theory which will frame the research and help answering the research questions.

### 3-Theoretical Framework

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*This chapter is the foundation to understand and analyze the results of the data collected. I have divided the chapter in four parts (1) Communication theories, (2) Environmental communication, (3) Environmental communication and Public Relation, (4) Environmental communication and Green Marketing and (5) The history of the Environmental Movement*

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The theoretical framework provides the base for understanding the data. Thus this section presents the theory that framed my thoughts while interpreting the results. I have selected the following theories and concepts to frame the research and understand the empirical data are: (1) Robert Cox<sup>2</sup> and Nitzch's perspectives of Environmental communication, (2) Symbolic Interactionism theory, (3) Public Relations theory and (4) The history of the Environmental movement.

Robert Cox' perception of Environmental communication was published in a book written by him called Environmental Communication and the Public Sphere. The book gives an overview of what environmental communication is as a whole, along with some practical examples. This work helps to comprehend the requirements and dynamics of an advocacy campaign and green marketing among other concepts.

The Symbolic Interactionism theory frames the work since gives a wider view of communication, society and how symbols are used to communicate and construct the society perceptions. This theory is also important because it framed my learning process as an environmental communication student. Therefore the reflection and interpretation of the data is also constructed by the Symbolic Interactionism view. The Symbolic Interactionism School emphasizes on the communication in society through symbols therefore the understanding of a communication process. The symbols give meaning to reality, that is, they are the basic tools for individuals to understand the world. The

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<sup>2</sup> Robert Cox-

symbols can be concrete or abstract, to define and classify them depend on the actors' perspectives of the social object he is acting toward. The definition of it depends on the individual perspective but also the interaction of the symbol itself. Therefore it is something that it is meaningful in the intersubjective communication.

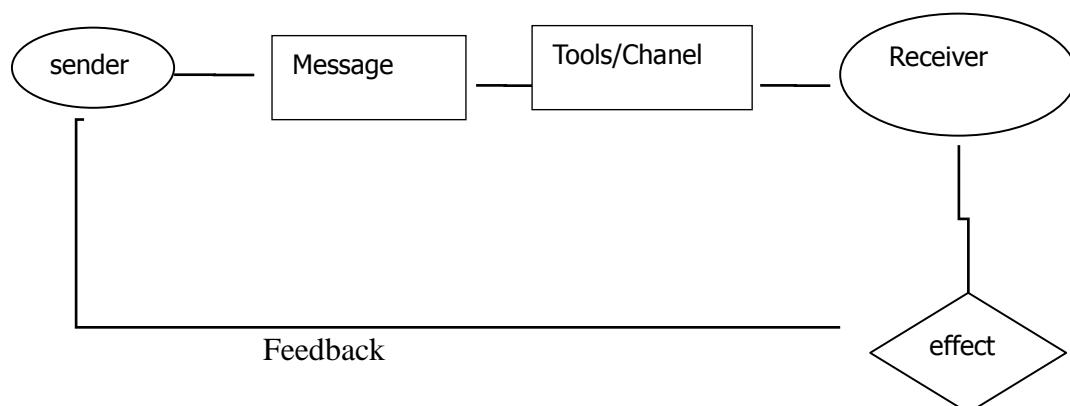
The public relations theory outlined by the book "The effective public relations" facilitates the understanding of the dynamic of the environmental campaign analyzed by this work. The theory also helps to understand the connection between Environmental campaigns launched by environmental organizations and corporations. It was observed by me that methods used to create environmental campaigns are highly connected to public relations tools used by corporations to advertise their products or behavior.

The history of the environmental movement also frames this work in order to understand the role of the environmental NGOs, how they have changed and constructed their discourse through the years.

### 3.1-Communication

"Communication is a reciprocal process of exchanging signals to inform, persuade, or instruct, based on shared meanings and conditioned by the communicators' relationship and the social context" ( Cutlip at al 2006, p.197). According to the Symbolic Interactionism perspective, we interpret the world around through symbols which are known and shared by our social group.

There are numbers of communication models created in order to understand the communication field; however the classical communication model by Shannon-Weaver has been adopted for decades. This classical model is usually described by the following diagram.



The diagram shows how the sender sends a message and, by the feedback of the target, it is possible to know the effects of the communication process. This model describes the communication process as a simple transmission of information, emphasizing the role of the sender. The main point of this strategy is to persuade (for instance in advertising), the message being more important than the context of the receiver. The major weakness of this model is that it neglects external influences and the suggestion that the target is predictable.

### **3.2- Environmental Communication**

In the Art of Environmental Communication Nitzch defines Environmental Communication as a “planned activity, the purpose of which is to contribute to an improvement in resource conservation and environmentally sensitive practices within the society” (Nitzch 2000, p.222). As a new field of work there is still a lot to discover about it but Robert Cox in his book gives a good introduction to what Environmental communication is about. Robert Cox refers to environmental communication as a pragmatic and constitutive discipline. It is pragmatic because it deals with facts, educates, alerts, persuades, mobilizes and helps to solve environmental problems” (Cox 2006, p.12). Advocacy campaigns are examples of this pragmatism; through campaigns it is possible to draw attention to environmental problems or encourage participation. The constitutive part helps citizens to comprehend environmental issues as well as help to acquire knowledge. To Cox, Environmental Communication is always constitutive when you communicate environmental issues. The act might influence the beliefs and ideas of the target. “The study of environmental communication inquires into the dynamics of human communication-speech, art, symbols, street performances, media, and campaigns- that shape our understandings of nature and environmental problems. It also studies the occasions on which ordinary citizens, environmental groups, journalists, scientists, corporations and others seek to influence decisions affecting the environment”(Ibid., p.29).

### **3.3- Environmental advocacy campaign and Public Relation**

As reported by Cox 2006 environmental advocacy campaigns are one of the less developed fields of environmental communication. It seems after the book was published the number of advocacy campaigns has increased. Leading me to suspect that researchers might be more interested in understanding the social phenomena of an advocacy environmental campaign. At least I, as a new professional of environmental communication, have become fascinated about the subject.

In the words of Cox “Advocacy campaigns rely on communication to persuade key decision makers to act on certain objectives – from campaigns that mobilize the public to protect a wilderness area, halt a waste dump, or raise the fuel efficiency on cars and SUV’s, to corporate accountability campaigns to persuade business to abide by strict environmental standards” (Cox 2006:9). James Cantrill (1993) in Cox (2006,

p.245) describes an “environmental advocacy campaign as a kind of ‘symbolic discourse’ aimed at supporting conservation and the preservation of finite resources”.

Both definitions agree with the importance of the symbols. They are the ones that make people understand the message and take action. The idea of an advocacy campaign is not only to preserve the natural environment but also society. It can be aimed to call citizens’ attention as well as to lobby in some policy changes. Campaigns rhetoric is about persuasion which can generate attitude change, behavior change or mobilize decision-makers. Environmental advocacy campaigns do not have formulae to be followed; it depends on the target, the issue and the objectives. But Rogers and Douglas Story (1987) in Cox 2006 “identified four features shared by communication campaigns and advocacy campaigns (1) a campaign is purposeful, (2) it is aimed at a large audience, (3) it has a more or less specifically definite time limit and (4) it involves an organized set of communication activities. (Cox2006, p.250).

Although “conventional” campaigns and advocacy have common points, it is important to be aware that, most commonly, advocacy campaigns focus on change of attitude and /or behavior by changing external conditions such as policies and nature or society. Public relations campaigns aim to change attitude and behavior mostly internally. Changes come from the inside to the outside.

In order to understand the difference between advocacy campaign and public relations, the concept must be properly defined. Public Relation is a management tool. It is “the art and science of building and maintaining relationships between organizations and their stakeholder publics.” (Cutlip et al 2006, p.2). Public relations are derogatively defined as simply propaganda. But the concept is more than one way communication aiming to convince. It is also a “two way form of communication, exchange, reciprocity and mutual understanding” (Ibid. p.4). By looking at environmental campaigns nowadays it is possible to observe both sides of public relations in the construction of a campaign. The environmental campaigns are formed by a combination of concepts and theory in order to achieve the objectives. Organizations want publicity to attract citizens or policy makers for the cause. Advertising is a strategy used by public relation to control the message, where and when it is going to be used. Therefore environmental campaigns are using this strategy in order to achieve its goal, which is normally used to draw attention. Public relation tools can further be used to create knowledge as well to monitor the public perception of an issue. The use of symbols is important in this situation; it is through the symbols that the public relates to the issue. The slogans created in public relation campaigns use symbols such as images of the nature which are responsible for drawing society’s attention to environmental or health problems.

The public relation theoretical model is based on the ecological concept of social system, that is, “public relations deal with interdependence of organizations and others in the environment” (Cutlip et all 2006:175). The social systems in which we live are interdependent of it, organizations and the public are interdependent and adaptable in

order to keep their network. Public Relation as a tool helps the dynamics between organization and public happens. As suggested by Cutlip et all (2006) public relations would be a subsystem of the system which manages the relationship between organizations and stakes. This management tool is responsible to attract the stakeholders' attention and to influence them on behavior/attitude change.

In public relation the two models of communication used are the Shannon-Weaver, which is known as the classical model, and Schram's model. The Schram's model of communication is a "two way process model in which sender and receiver operate within the contexts of their respective frames of reference their relationship and the social situation" (Cutlip at all 2006, p.197). According to the same author mentioned before, the process of informing has four or five steps. It (1) attracts attention to the communication, (2) achieve acceptance of the message, (3) having it interpreted as intended and (4) getting the message stored for late use.(Ibid.). But when the process is more demanding the fifth step comes into play. This step is about "stimulating active learning and practice" (Ibid).

### **3.4- Environmental Communication and Green Marketing**

Robert Cox refers in his book to three different types of corporation environmental communication. "(1) The practice of 'green marketing', or the construction of an environmental identity for corporate products, images, and behaviors; (2) industry advocacy campaigns aimed at influencing environmental legislation, agency rules, and public opinion and (3) tactics to discredit or intimidate environmental critics" (Cox 2006, p.368). The green consumerism discourse is aimed to create a "green", environmental friendly image of the corporations. It makes the consumers believe they are protecting the planet. The drawback of the green marketing is when the discourse is part of public relation campaigns with the purpose to show that the corporation is green in order to have more economical advantages, such as increase the sales or reducing taxes.

"Green marketing is a term often used to refer to a corporation's attempt to associate its products, services or identity with environmental values and images" (Cox 2006, p.373). Corporations use this strategy to enhance their image, repair or promote it. As society is getting more involved with Environmental issues, it is important for conglomerates to take care of their image, or manipulate the public perception of it. Nowadays corporations associate their images with environmental organizations, advocacy campaigns, or create slogans that make them appear as Eco-friendly. They usually associate their images with nature in order to create a new perception for the company. The images of nature associated to big corporations are the most used tool of advertising Eco-friendly campaigns or products. Julia Corbett (2002) in Cox (2006) classifies "the use of this technique as nature as backdrop". The green labels are also valuable tools in reaching consumers; it is known that more and more people, especially in Western countries look for Eco-friendly labeled products in order to act green. "Roper's green Gauge poll shows a growing tendency towards 'pro-cotting' buying

products from companies perceive as having good environmental track records".(Cox 2006,p.375)

To have a good image, or positive response from the citizens, public relations of corporations are becoming greener. The environmental social responsibility for their image of a corporation is as important as the products. The use of green image to manipulate consumers and sensitize, without being really involved with environmental issues is a strategy known as green washing. However not every strategy to make the company greener is green washing. Cox argues that it is difficult to know if the company is green washing therefore he suggests the public to use NGOs and networks as facilitators to help the citizens to identify the discourse behind the green attitude of the companies.

### **3.5- The History of the Environmental Movement**

The environmental movement arose during the 60's from a techno-scientific to a more popular dimension. Rachel Carson's book the "silent spring" helped to raise and increase the discussion regarding environmental issues. Right from the beginning the discussions concentrated between scientists, chemical industries and governments. Communities affected by pollution started to discuss about air quality, water and soil. Society started to discuss the importance of a quality environment. Grass roots environmental organizations started to rise up and shape the concept of environmental issues. During the 70's the environmental discourse became more political. For instance, it was the decade of the United Nations Stockholm conference to discuss the human environment. It is also the decade where scientists discussed the population growth. Civil society organizations had the radical conservationist and protection of nature discourse. The next decade is known as the engagement of the business in the green discourse. The companies have decided to join the sustainability discourse, just as well as the media decided to join the green movement in the 90's. According to Hager, M. the 90's is "the age of ecological modernization which transformed perceptions of environmental problems". (1995, p.260) Meanwhile civil society organizations have changed from radical and conservationist views to partnership with corporations in environmental responsibility programs and campaigns.

Environmental perspectives are socially constructed through time and influenced by society interaction with nature. The construction of the discourse has also changed through decade and it was responsible for changes in the policy level. The shift in the society way of thinking and policy is constructed through emblematic issues according to Hager 1995. Those emblematic issues, for instance Climate Change nowadays help society discuss environmental issues and demand policies which favors the human environment.

The next chapter I will describe the information collected.

## 4- Empirical Data

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*In this section I will describe the data collected and the process of collecting it. This section is divided into the organization perspective (4.1), the corporations' perspective (4.2) and the process of making the research (4.3) which the reader will attest to be one of the most important parts of the data.*

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### 4.1-The organization

The creators of the campaign inspired by an initiative of saving power in Thailand in 2005 wanted to create positive campaign, with “*hope not despair*”. They aimed to put the climate change issue on mainstream. An advertising agency was invited as a partner in order to create a name, label and strategy. According to the founders of the campaign “*the Earth Hour is an annual global initiative that encourages people and business in cities and town around the world to switch off power at the same time for one hour*” (*Global Team Creators-See appendix 2*). It is a way of making people reflect upon the issue

The campaign, besides calling attention to climate change issue, also aim to raise idea among different stakeholders that simple acts can help the planet. It is one of the most famous voluntary platforms to fight climate change according to WWF Portugal Communication assistant (See appendix 01). The organization does not focus on electricity conservation but wants sensitize Governments, Corporation and Citizens to climate change issues. The suggestion is to create a “*civil platform*” and a possible behavior change.

The strategy of the campaign was created by a Global team and followed by the offices all over the world. A few changes are done in order to adapt to Portugal reality and needs.

The campaign stakeholders are citizens, public institutions, and corporations and media companies. The organization acts proactive inviting the companies and media partners to participate in the campaign. They believe that the message which they are trying to spread is powerful and it goes with the company's corporate environmental social responsibility strategies. The partnership between corporations and NGO is seen also as way to help business to reduce ecological footprint.

The companies which decide to participate in the campaign since the beginning, works as a tool to attract other companies to take part in the campaign. The organization highlighted several times that the companies participate on the campaign pro bono. The agreement is that the organization uses the industry name during the period of the campaign and the company should use the NGO slogan when communicating the Earth

Hour. In 2010 twenty companies were involved in the Earth Hour but the main sponsors and partners are two big transnational corporation. According to the organization conglomerates are important stakeholders to spread the message. They are actors capable to inspire social changes. In addition, the partnership might help building a model that is financially good and does not affect the environment.

To reach the citizens the organizations use different channels, such as, advertisements in the media (radio, TV, billboard), employ famous people to advertise the cause and online approach on the organization website and social medias.

I have asked the organization if they could classify if the Earth Hour is an environmental advocacy campaign or a Public Relation Campaign. I also asked why the use of Public Relation Strategy? They answered: "*It has the objective to alert. The use of Public Relation is a way of getting attention from the mass.*"(Appendix 01)

To reach the citizens the municipalities and governments institutions were partners in turning off the lights of important monuments. The media partners were responsible for advertising. Besides the main corporations and media partners the campaign has secondary stakeholders such as restaurants, hotels and websites. All of them turn off the lights or reduce the use during the Earth Hour.

The tools to measure the effectiveness were: the social media where they count how many people are participating in the online community and the Intranet where each country registers a number of city participating.

The organization has three different approaches to discuss the climate change issue. Not all of them involve the Earth Hour. There are different strategies which target different stakeholders. For instance, The Climate Savers which is a partnership with the corporations, the Earth Hour a strategy to reach civil society with a partnership with corporations and Lobbying and partnership with influent decision-makers.

#### **4.2- The corporations**

All companies recognize that the campaign is a symbolic act to sensitize. Coca Cola one of the main sponsors contributed on turning off the lights of two important advertising signs in the country and sent emails to employees and collaborators. The other stakeholder, a media group, has used radio stations, TV channels, newspaper and website to spread the message. In summary they have given the organization a space in their business. To the transnational company which is involved in different activities with the organization they see themselves as agents to social change (See appendix 01-Tabela 1.1)

Coca Cola works as a partner and sponsor of the organization worldwide and the Earth Hour is one of the strategies they participate. The media partner is a national communication company which was approached by the organization in order to be one of the channels of the campaign.

The companies participate in the campaign because it is an initiative that fulfills their corporate social responsibility strategies. They believe they are a channel to reach the public and sensitize the society to have a more sustainable behavior. The company which the activities affects directly the natural resources, had a better prepared discourse on the environment. They have a goal to reduce their carbon footprint and also participate along with WWF in water conservation projects.

#### **4.3- The process**

Since the first contact the organization agreed on collaborating with the study but as soon as I started the research I did not have the same response. Even though the organization was open to collaborate it was hard to get different perspectives of the campaign because I was allowed to talk with one responsible person only, the communication manager. Another obstacle is the structure of the organization which is organized in a hierarchical manner. Therefore the information should be checked before given to me.

The other three stakeholders agreed in answering the questions but due to the volcano eruption the European air space was closed for over two weeks and I could not fly to Lisbon. Thus I have suggested a phone interview with them. However they required a written structured interview through email or fax. Not satisfied with the decision I agreed with them but I suggested having a follow up after the questions were answered. The media group, SIC refused to have the small conversation because they believed that all the necessary information was answered in the email. The beverage company agreed with all the steps although it took them a while to reply my contacts. The third company, IKEA did not answer the written questions neither the interview request. They only gave little information about their social responsibility activities. Throughout the several attempts to communicate with the corporations and organization I have questioned myself why I had this kind of response from them. With all these constraints I have decided to proceed with the research. In addition I have decided to ask other big NGO's what they think about the campaign as well as the partnership of the NGO and business. I also wanted to know if they had the same perception I had from the organization. Surprisingly, none of them were willing to talk about neither the campaign nor the relation of the organization and corporation.

In the next chapter I will combine the empirical data and the theoretical framework to analyze and interpret the data collected.

## **5- Analysis**

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*The chapter will combine the theoretical framework and the empirical data in order to answer the research questions.*

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## **5.1- The Campaign**

There are two discourses to the objective of the campaign. Sometimes it is defined as a strategy to alert, other times is defined as a strategy to alert and create knowledge. However a strategy to raise knowledge should be different from the ones to alert. In order to alert it is important to be pragmatic. And if wanted to raise knowledge the strategy should be constitutive. In my point of view the Earth Hour campaign can be pragmatic but little constitutive. The strategies used are similar to public relation campaigns which aim to attract attention or sell a product but not raise knowledge regarding environmental issue. Reflecting upon this observation I questioned myself if the aim of the organization is to alert society about climate change or to call attention to the NGO's causes. I am not judging whether it is right or wrong. I simply want to show different perspectives. Public Relations tools may be suitable if wanted to call attention, convince or change internal conditions. It focus on the individual "the external environment acts as a stimulus: the person first respond internally; the person responds externally after having that internal response" (Cox 2006, p. 39). In other words the campaign would force the individual change their habits temporarily or for a longer term. It will depend on how those individuals of that social group interpret the symbols. However, if the goal of the campaign is to change policy or society, that is, if wanted to change external conditions a strategy to educate and encourage people to be proactive is required. It is also required a change of perspective of the social group. Perspective "is not an internal trait but something belonging to arising in, shared in, and changing in social interaction"(ibid) In summary to communicate environment issues it is required different strategies in order to change the individual internally (attitude/behavior) and externally (society and policies).

On my research questions I also raised the question if the campaign full fills the environmental communication requirements. This question opens to a reflection regarding the role and importance of an democratic communication regarding environmental issues.

## **5.2- Corporations and Organization**

The partnership between corporations and the organization also make me reflect what their goals are in relation to the issue, campaign and partnership. The organization discourse regarding the companies is that they are a channel to spread the message and partners in turning the society more sustainable. To the corporations take part in the campaign goes according to their corporate environmental responsibility strategy. For corporations and organization the campaign and the partnership was successful and adequate. As reported by the stakeholders, the partnership between them is successful. Consequently I reflect whether theory and practice matches and if the partnership between these stakeholders can add to a sustainable society. Doubtless that every kind of partnership with a good intention is important for a sustainable society. On the other hand this kind of partnership may put in check the role of civil society organizations as well as the environmental movement. Cox (2006) suggests citizens to use NGOs and

network in order to identify if the company is green washing. However it is getting harder to discover since nowadays more and more NGOs are becoming partners of corporations. For instance, on the interview the organization repeatedly states that the companies which took part in the Earth Hour campaign did it with no financial help, that is, they use their time and tools pro bono (to see interview- appendix01). But according to WWF 2009 annual report (page 32), WWF international received 14,292CHF<sup>3</sup> and WWF network received 51,913 (EUR'000) as donation from corporations. This information shows contradictions in the discourse and the reports which put in check the credibility of partnership of the NGO and business.

The civil society organizations use their knowledge, credibility and slogan to advertize products or the green discourse of business. Certainly the partnership is really positive to the companies. It provides a good public relation strategy. It helps the business construct an environmental identity. On Cox words (2006) this kind of activity may be considered green washing. On the other hand, if the partnership is transparent the relation between those powerful stakeholders can be genuine and society can go toward sustainability with sustainable practices. But it is necessary that the main goal of the corporation shift from a profit oriented to sustainability oriented.

### **5.3- Issue**

The climate change issue became secondary in the campaign, the interest of the stakeholders are different. It seems that the issue became a frame to discuss other subjects or call attention to the organization original cause, fundraising or brand. Although I have identified the issue as secondary in the whole discourse, I interpret the use of climate change as a frame due to the value of an emblematic subject in the environmental discourse. As an emblem it engages the society in the environmental discourse as well as shift policies (Haje,M. 1995). Consequently the organization can use the issue to call attention to other causes, partnerships and even fundraising.

The NGO want to alert or create awareness but only with a symbolic act once a year which from my point of view is not possible. The strategy may alert but do not make people reflect on the issue. To the corporations the issue is an important way to show the society their environmental discourse. It shows that the company is engaged in corporate environmental responsibility practices.

Another perspective of this situation is the fact that climate change issues are complex and a single strategy would not be enough to create awareness therefore the campaign, plus corporate social responsibility practices are adding to the society awareness regarding the issue.

### **5.4- Process**

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<sup>3</sup> 1CFH= 0,6514 EUR

I was an actor in the whole process therefore I cannot separate my bias view and my perceptions of the situation. I am not arguing if it was erroneous the reaction of the institution. I am aware of the bias of a research as well of the bias of my own perspective therefore I will try to take the role of the other and discuss different perspective of my research process.

The questions I have raised may not have been answered by the data due to different barriers. First, I may have taken the agenda and the policies of a civil society organization for granted. I did not consider that they may have had pre judgment about me. They may have considered me as another student asking question hence they decided they would not spend a lot of time with me. It comes to question the role of Environmental NGO's. From the 80's until the present, there is an "increasing on the fragmentation of the environmental movement into a cluster of specialized organizations with an increasingly problematic relationship to each other" (Jamison et al.1990p.11). The NGOs became structuralized as a company. The second barrier was my communication skills. It might have failed. I may have raised the wrong questions or approached the organization in the wrong way. Perhaps, there was a miscommunication, a lack of trust in the communicative act. Although I can see feasible reasons for the reaction of the organization, it comes to question why a civil society organization should not trust a citizen. According to a democratic perspective every citizen has the right to information and transparency from a civil society organization. I still recognize that my first approach should have been more personal, through a telephone call or face to face. I have contacted them through a written email. Therefore it can have been misinterpreted.

Misinterpretation can be the problem of my empirical data. I have had structured and written interviews therefore it is possible that I misinterpreted their intensions. When interpreting a text we put our own perspectives which can be different from the sender. But if the organization had a different communicative approach the possible misinterpretations would have been reduced. In summary I may have chosen the wrong approach and methods. But it is still legitimate to the research field. Only facing miscommunication or misinterpretation we can understand different perspectives. The results can also help them reflect on their external communication.

#### **5.4.1- Roles**

In my view the way corporations and the organization behaved was a way to protect themselves. Two of those corporations have been target by bad publicity regarding environmental issues in the past. Hence it is understandable they preserve themselves. They may see a researcher as threaten. Their main goal is neither protects the environment nor sustainability. It is profit. Even though they state they are environmental responsible. However the civil society organization is a representative of the citizens for the reason that they should not feel threatened by a common citizen. They should behave as the facilitators for creating a "democratic arena", a "place" for an open communication. During the research I have questioned in what way could be

different. It is also possible that we (organization and I) perceive communication in a different way. We interpret the symbols differently.

The role of a civil society organization has changed through time. The same NGO from the 60's does not act in the same way because society has changed. We interpret symbols in a different way through the years. Environmental issues are social constructed and change through time as well as the role of a civil society organization. The values of the greens and the discourse have changed from the beginning of the environmental movement until now. In the beginning the discourse was conservationist and radical, currently the NGO's work exactly like corporations with a hierarchical structure. The discourse has also changed to a sustainable development and it is more open to financial agreements with companies.

In the next chapter I will conclude the research and summarize my findings.

## 6 – Conclusion

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*In this section I will conclude my work*

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The campaign which was the main concern during the beginning of the research became just a frame to discuss different topics and perspectives. The work questioned if the campaign fulfill the environmental Communication requirements for an advocacy campaign. For this matter we could observe that although not a strategy focusing in environmental communication it is legitimate strategy to call attention.

I have come across to a new role of the environmental movement where civil society organizations behave like corporations with structure and hierarchical power which made me see clearly that society changes along the time. The paper also highlights the close relationship between multinational corporations and the NGO's. This behavior brings several advantages to the corporations' images as well to the company practices. However on the NGO perspective the partnership seems to help spreading the cause and turn environmental issues into a "brand". For both corporations and organization they believe they are able to lead social changes toward sustainability. (Interviews- appendices 01 and table1.1)

### **6.1- Perspectives:**

During the process of this research I have realized the importance of the trust in the communicative act. It is also clear that we are social human beings influenced by our social groups and interpret things in different ways. It is also important to

emphasize that environmental issues and the role of the greens changed through time. A researcher should always try to take the role of the “other”. Be prepared to the unexpected and be able understand different perspectives. However a civil society organization should be always open to a dialog with society.

Constrains faced on the process of the research made me reflect that it is important to concentrate on the research but also on the process of it. From my point of view, I have felt the necessity of listening to more people directly involved in the campaign therefore I believe the questions I have raised in the beginning of the research were partially answered. Even though, the questions were not completely answered during the research process, new different questions were raised and been answered.

With this work I have tried to present different point of views in order to make the reader decided which perspective full fill his reality or which perspective benefits the society.

To conclude I have to emphasize that the work has its weakness such limitations on the organization point of view. But it also has strengths. The different interpretations of problems enrich the work and the research field. It helps society reflect the importance of communication.

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## **Appendices:**

### Appendix 01:

Interviews:

- WWF - The Communication Assistant
- Coca Cola Portugal –Beverage multinational corporation
- SIC- Media Partner

The interviews were originally done in Portuguese therefore this is a free translation.

#### **I- WWF- full interview**

##### **1- How did the Organization come up with the campaign concept? How was the creation process? Why the use of a symbolic act?**

A time to regenerate the Earth, draw attention to climate change issues and the urgency to have mitigation measures therefore WWF Australia came up with the Earth Hour. The campaign intended to be not only a reminder of climate change but also intended to create awareness within common citizens as well as corporations. The campaign aims to show that simple actions can help restore the Planet and preserve.

The campaign happened for the first time in only one city (Sydney) in Australia in 2007. The initial expectation was to reduce in 5% the consumption of energy in 60 minutes during the time of the event. The result, however, was double of the expected: 10, 2 %. In 2008 more than 50 million people all over the world took part in the Earth Hour.

During the following years, more and more people are engaged in the campaign around the world. The EH is one of the biggest voluntary platform to fight climate change.

In 2009 more than 1, 2 million people participated in the Earth Hour campaign within the participation of four thousand cities all over the world in 88 countries. Portugal participated for the first time in 2009 with the collaboration of 11 cities. The idea was to fight for a positive climate agreement at COP15 in December 2009.

In 2010 the Campaign took place in 27 municipalities: Lisboa, Porto, Faro, Amadora, Tomar, Vila Real, Vila Nova de Famalicão, Mirandela, Coruche, Pombal, Vale de Cambra, Matosinhos, Sertã, Setúbal, Guarda, Lamego, Albufeira, Horta (Açores), Angra do Heroísmo (Açores), Viseu, Espoende, Aveiro, Águeda, Loulé e as vilas de Lajes do Pico (Açores) e Sintra.

##### **2- What are the objectives of the campaign?**

The campaign's goal is NOT to reduce energy consumption, but rather sensitize companies, governments and citizens to fight against climate change, protect our planet, and reduce all the emission of greenhouse gases. Through this symbolic act of turning out lights, intended to create a bigger sense of citizenship in the individual, showing them in their daily lives that they can do a lot to help the planet to stay alive. Citizens have the power to demand from Governments and companies to create policies to mitigate climate change.

The objective of the campaign was to create a civil platform capable of launching this powerful message.

##### **3- What are the methods used to create the campaign? What was used from the Original Campaign in Australia?**

This question, in our opinion is not clear. However, I can say that everything relies on a network of contacts with local authorities, businesses and civic organizations which help us to

spread the message pro bono. There is an international Earth Hour team, located in Australia, which makes the global communication plan that is followed and adapted by the different local teams all over the world. There are advertising agencies which deals with the campaign message pro bono. We also use social media to highlight the message and create a dynamic around this issue.

**4- Is it possible to create awareness? How? Does the campaign focus on behavior and/or attitude change?**

Earth Hour is just a symbolic act, but as such we believe it has impact on people's consciousness, as it leads them to reflect on their actions and life style. The campaign confronts people with messages that show they can change their habits and make them healthier for us and the planet. After all, the planet is our only home. What we do in a corner of the world, there is consequences on the other side. Therefore we are responsible for keeping the planet alive for all. Ultimately, we think this campaign can help change habits that go beyond the lights out for an hour every year on the last Saturday of March.

**5- What are the tools used to achieve the stakeholders?**

There is a first approach to municipalities, businesses and organizations which were consolidated since the beginning as partners in the campaign. Some others join the campaign as soon as they have knowledge via media and other campaign. The tools we use are releases for corporations, TV spots, radio and press, posters, institutional videos and billboards. We find famous and public people to be the ambassadors of the campaign to help spread the message. All the partners of the campaign work pro bono and in exchange WWF advertise their participation.

**6- How did you involve the corporation as partners and sponsors? What is the discourse?**

Partners are invited to commit to the principles of the Earth Hour which are turn off the lights for one hour on the day and time of the event; spread the message and its involvement in their network of contacts. The message is powerful and fulfills the requirements of corporate environmental social responsibility policies. Therefore we can attract the interest of the companies to help in this campaign and others. For instance the Climate Savers program which helps the companies reduces their ecological footprint. In Portugal there are about 20 companies participating in the Climate Savers, including the most importantly Coca Cola and IKEA.

**7- What were the expectations of WWF for this partnership? What do these partnerships bring to the campaign? And for the organization? What do they expect?**

The corporation has a role of promoting the campaign within its network. Therefore it can be a major driving force in changing behavior toward environmental friendly activities. The expectation for this partnership is not about funding but the capacity of company to mobilize its network (suppliers, customers and employee who are, above all, citizens of this world). The companies work pro bono.

**8- What are the original tools of the campaign? As WWF is a global organization, how does it work the campaign organization? Does each country have its own independence?**

As I have mentioned before there is an international team of WWF / Earth Hour, which is responsible for the message, communication strategy and publicity at an international level.

We receive (all countries involved) guidelines on how to conduct the campaign, Briefs with updates and accomplishments of the campaign around the world. We have an autonomy to create our notes and publicity material, taking into account also the specific features and news that every national team reaches (these gains must be reported to the international team and the rest of the world - it works as an inspiration to all the teams spread in the world).

**9- How do you classify the campaign? Is it an environmental advocacy campaign or advertising?**

For WWF is a campaign aiming to alert to climate change issues.

**10- Why the use of advertising strategies?**

If we want to reach the ordinary citizen, we must do it through media advertising to reach the mass.

**11- The company Media Vest is signed as a partner in the campaign? What was its role in the campaign?**

We are not aware of this partnership in Portugal. In the national territory the partners are:

Sponsors

Coca Cola Portugal  
IKEA Portugal

Communication Partners

- Ogilvy - production of Portuguese version of all materials EH; agency Responsible for campaign in Portugal (ad, website banners, posters, flyers, TV and radio spots)
- Sync / Display - production of TV and radio spots
- StartCom-media central agency That Helped EH ad, TV spot radio and TV to Be Placed in Several newspapers and magazine and other means in the 2nd fortnight of March.

Media Partners

- Vision magazine (weekly magazine, leader in this sector)
- SIC Television
- RFM (one of the four biggest national radio stations of the Portuguese radio group: Renaissance)

Institutional Partners

- Municipality of Lisbon
- ANMP (Portuguese Association of cities)

Other supports

- Sheraton Hotels switched off lights on Their hotels and made a carbon-free menu is EH night and held the piano bar on the Earth Hour concert;
- Portugal EHS - Environment, Health and Safety Portugal (Porto) spread the message EH on

Their email signature and website

- Environmental Health (a blog on health and environment, That Several news published on EH2010 To Our website and linked to information and the people download posters made by Ogilvy);
- Earth Collection - Empire (an 100% natural brand cloths, with Several stores in Algarve region, near the publicity the event Collaborators and clients, with posters in the store);
- Ben & Jerry's (ice cream brand, switch off the outside lights of Their store in Chiado - one of the most charismatic movement and places in Lisbon - and the publicity event in the store)
- Blue Planet (website news portal published on the event and got into darkness During the Earth Hour event);
- El Corte Inglés (switch off the outside lights and spread the word In Their website);
- Giggle (an online magazine Youth and Family, To Whom We Have an agreement, made the cover of the event and it pro bono publicity in the month of the event);
- Tourism Center (a governmental organization on Tourism that has an intern circuit TV for their members, we're using the publicity the event official EH and video testimonials ambassadors videos)
- Tetra Pak (divulgation of EH to staff and clients through the website)
- Canon (divulgation of EH to staff and clients through the website)

**12- I have read in several documents that the organization asks that each time the Earth Hour is mentioned WWF's slogan should be used. Why? Do you think the campaign is also a way to attract attention to the organization's causes?**

Because Earth Hour is a WWF event, and to become this global platform volunteer who is already one of the world's largest climate change, it is important that people associate with it and know that Earth Hour is associated the scientific credibility of the WWF, while nature conservation organization with more than 45 years of existence in the world.

**13- Regarding the media partners how is the dynamics between the organization and these companies? Does the organization pay for advertising?**

All kinds of partnerships is pro bono (FREE), the only advantage of being our media partners, is that they can have access to inside information.

**14- What were the tools used in the campaign? How do they fit each audience? And the results –tell more about what was expected and achieved. How do you measure?**

Regarding the tools I have already mentioned. The message is the same for all audiences. For the measurement of results: we use social networks (Facebook, Hi 5, Twitter; Google Maps), where we have the registration of people who know and say they will adhere to our event. In the international level there is an intranet where each country has a record of the number of cities involved. And by the feedback of each year, we can see the increase of adhesion and this is also related to the partnerships that are growing and helping to increase visibility of the event.

**15- When did Portugal join the campaign? Why?**

We joined the campaign in 2009 for the first time, and it was natural as we are one of the countries where WWF develops a conservation work. It was a normal step that became part of our dynamic. We joined the campaign because desired.

**16- What is the organization's discourse on climate change? Offices? Sustainable activities?**

The organization has a climate change program consistent and rigorous, and focuses it on three different strategies: 1) work with businesses (through the Climate Savers Program), 2)

Work with civil society (through Earth Hour) 3 ) Influence on politics and institutions which have the power of decision-making and creating measures to mitigate climate change.

**17- People turn off the light once a year. But what happens in the rest of the year? What events along the year help building the campaign? Gives continuation.**

EH is a symbolic event, which aims to show that changes in daily habits with small gestures can be put into practice. We provide practical advice on our website (or [www.wwf.pt](http://www.wwf.pt) [www.panda.org](http://www.panda.org)).

**18- Can you summarize the dynamics between the campaign, companies and climate change?**

This question is not very clear to us ... But we want Earth Hour to be a platform for companies to adhere to effective programs for carbon emissions reductions. We want them to have WWF as a privileged partner in this work which has to be urgent and rigorous.

**19- What is the definition of an environmental advocacy campaign for the organization?**

We did not understand the question.

**20- Have you heard about Environmental Communication, does the organization apply this concept?**

Obviously, for WWF the concept of Environmental Communication is important, but the WWF is a nature conservation organization, like all NGOs, uses some communication strategies to disseminate their work, it is not at all an environmental communication agency.

**21- The classical model of communication is mainly used in advertising. Do you think it may be useful for the environmental campaign?**

I have answered this question.

**22- How do you think people relate the symbolic act of turning off the lights with the problem of climate change?**

Yes, the proof of this is the increasing of people participating in the campaign because people are concerned with these issues which are reflected in their comments on our website and social media pages.

**23- How was the preparation for the day?**

It is an event that begins to be prepared three or two months before with contacts, advertising, street events and others associated with EH- when we are able to communicate the press about ongoing campaign.

**24- Why the focus of the campaign is climate change? Do the creators when thought about the campaign also thought the concept of "newsworthy"? That is, people were already paying attention to the subject therefore work on climate change would be an opportunity?**

The focus of the campaign is climate change because it is the greatest environmental threat of the century, with profound consequences in all areas of society: economic, social and environmental. Everyone, without exception, is being affected by this issue: individuals, businesses, governments, economies and, most important of all, nature.

Climatic changes have always been known and observed over thousands of years. The problem lies in the fact that in the last century, the pace of these climatic variations have suffered

a sharp acceleration and the tendency is to take an even more chaotic proportions if no measures are taken.

The heat waves and droughts are increasing, and the consequences are agricultural losses represent a real threat to the world economy.

The greenhouse gases emissions have been increasing markedly. CO<sub>2</sub> (carbon dioxide) is the main downside of these designated greenhouse gas, and are a direct consequence of the use / burning of fossil fuels like coal, oil and gas for energy production. It is therefore necessary to reduce the emissions of such gases. How? Eliminating progressively the massive use of fossil fuels and replacing them by renewable energy, encouraging energy savings and energy efficiency.

In 2007 it was highlighted by the Intergovernmental Panel that Human activities is the main cause of climate changes.

By maintaining an apathetic attitude towards this issue, we run the risk of being exposed to unpredictable and extreme climate events (such as those that have been reported in recent times) and with adverse effects for the whole world!

- 25- Some organizations like Greenpeace and PETA criticize the big companies' behavior, however WWF, has large corporations as partners. Why?

WWF is a conservation organization with the biggest history around the world, and we believe that companies are important facilitators in changing attitudes for a Living Planet. We cannot just criticize; we must help them build a model that they will be sure that is not going to harm them financially (because they are businesses). But the most important thing does not harm the environment. Only by working together we are able to make companies change their attitude. And with them, people may also change.

- II- Guidelines for corporations' interviews- I have done thirteen questions. In the table below there are the most important questions selected from the interview. They were the common questions for all the companies.

Table 1.1

	Coca Cola	IKEA	SIC
Answers:			
Questions: 1-The relation of the company with environmental issues.  2-Every company nowadays have a Social Responsibility department. But what the business really get with the campaign? We all know that in some countries having environmental activities and policies reduces taxes and gives good reputation and profit. Does Take part in the campaign bring any advantage?	1-Company environmental driven  Partners of WWF in Several Programs  Focus on water resources projects as well  2-Our commitment is with sustainability. We can be social change agents. The only advantages we have are social. We want to have a sustainable business  3-Global Partners in	*Only replied that they have corporate social responsibility policies.	1-*The company has a corporate social responsibility program in which includes sustainability policies.  2- *The company was invented to participate in the campaign. Participate in the Earth Hour full fills our corporate social responsibility policies.  3- We give support to the organization, we offered our communication channels free for The Campaign.

3- How is the relation with the company and WWF? How did it start?	several campaigns and projects.		
Objectives: 1-Check if the company had any relation with environmental issues before the participation in the campaign.  2- Check if the company profits with the campaign.  3- check the relation between organization and business			

Appendix 02- Reproduction of the Document sent by the creators of the Campaign- It provides the history of the campaign and some information of the relationship between the organization and the advertising agency. The document was written in 2009.

## **THE HISTORY OF EARTH HOUR**

*Only four short years ago, Earth Hour didn't exist. By the time the 2009 event has finished, more than 371 towns and cities in 74 countries will have embraced the concept, a truly phenomenal feat. Here's how it happened.*

*What is Earth Hour?*

*Earth Hour is an annual global initiative that encourages people and businesses in cities and towns around the world to switch off power at the same time for one hour.*

*"The idea was borne out of frustration," says Andy Ridley, executive director of Earth Hour Global, WWF. "Around 2004, very serious climate change data started to emerge, but we couldn't get any traction on the issue. So we started looking for a way to mainstream climate change, really simply and at a global level," says Andy.*

*"Importantly, we wanted to start something that isn't focused on people's despair at the long-term climate change problems the human race is facing. We wanted something really positive," he says.*

*At the same time, Andy's team at WWF heard about an initiative in Thailand to encourage the population to save power, started as a result of a fuel oil crisis in 2005. During the crisis the Thai government encouraged people to switch off their lights and use other power saving techniques, culminating in lights being turned off in 40 million homes and businesses. It was an idea that sparked the concept for Earth Hour.*

*"We started to think about whether we could ask an Australian city to turn off its lights. Initially, we thought about turning off the lights for five minutes. This eventually developed into an hour," says Liz Potter, Earth Hour global brand manager.*

*Who's involved?*

*To kick start the project, a breakfast was arranged between Andy's team at WWF and the global advertising agency Leo Burnett, which had been working with WWF since 2002. The idea was to explore how the Thai's approach to reducing power consumption could be translated around the globe.*

*"Everyone loved the idea. Nigel Marsh from Leo's was so positive he approached his next door neighbour, who happens to be Fairfax's group executive editor, Phil McLean, about supporting the concept. Phil loved the idea, which gave us the opportunity to present to the Fairfax board," says Andy.*

*"This all happened about three months before the release of Al Gore's movie about climate change, An Inconvenient Truth. At the time, climate change wasn't really on the public agenda, so we didn't know whether the Fairfax board would laugh us out of the room; it was a big risk for Phil to support us," he says.*

*Fairfax agreed to get behind the concept, with The Sydney Morning Herald and the Sun-Herald running prominent campaigns for months before the first Earth Hour event. The eye catching Earth Hour branding and marketing collateral that was developed by Leo Burnett was also central to the campaign's success.*

*Around the same time, Sydney City Lord Mayor Clover Moore also indicated she would support the event and the first corporate sponsor, the professional services firm Price-waterhouseCoopers, also agreed to support the project. "PwC's support was important because it's a conservative and credible organisation, which gave the initiative some weight," says Andy.*

### *Capturing the zeitgeist*

*Once the core Earth Hour team was formed, a strategy was developed to spread the Earth Hour concept around the world. The idea was to hold the first event in Sydney as a test, with the plan to go Australia- and then world-wide by 2008 and 2009 respectively.*

*"But the idea became much bigger and caught on much more quickly than we first thought. We went global in the second year, with 35 countries involved. This year, we expect 74 countries to take part, and it will only get bigger from there," says Andy.*

*"One of the reasons we chose Sydney as the pilot event was the iconic architecture; the Sydney Opera House and the Sydney Harbour Bridge. We really needed the support of the major buildings for Earth Hour to be a success. With the help of Fairfax, we had their support almost as soon as we approached them," says Liz.*

*"No-one had ever asked these buildings to turn their lights off before, but it was such an intriguing idea they jumped at the chance to be a part of it. With the major icons on board, the whole thing really escalated, with Centrepoint and the AMP Building, as well as many other major landmarks, following suit. Even though I knew we had their support, when I saw Sydney's famous buildings put out their lights one by one on the night of the first Earth Hour, I couldn't believe my eyes," she says.*

### *A huge success*

*That first year, Sydney made a really special effort to make Earth Hour a success. The famous Coca-Cola sign at Kings Cross was switched off for the first time since 1973. Coke even had someone sitting in the sign to make sure it went off properly. Many buildings also took Earth Hour as an opportunity to permanently change their lighting system so most lights are switched off at night.*

*Around the city, all sorts of groups and people became involved. One group did yoga by candle light, Miss Vanessa did a drag show by torchlight; there was even a wedding by candle light. 20,000 to 30,000 people were expected to take part. But in the end, 2.2 million people participated, or 56 percent of the Sydney population. The following year, 58 percent took part.*

*“One of the reasons Earth Hour has been so successful is because anyone can take part and it’s self-policing. We want it to be about hope not despair, and for the initiative to have a street party rather than a street protest feel,” explains Andy.*

*Andy says the broad global support for the event has created a “visual mandate for governments to lead in the area of climate change. As individuals, we can only do so much; to really cut emissions, we need government policy.”*

*“The beauty of Earth Hour is that it is really the first time the entire world has been able to vote on how they feel about climate change; anyone from kids upward can vote with their light switch on Earth Hour day. It really shows the community wants action on climate change,” he says.*

*2008*

*In 2008, only the second year in Earth Hour’s history, 50 to 100 million people around the world switched off their lights for one hour, the biggest voluntary power down in history. More than 370 cities, towns and municipalities took part in more than 35 countries across even continents, including Antarctica, across more than 18 different time zones.*

*From the Middle East to Asia to Europe and the Americas – millions from all corners of the globe played a part and celebrated Earth Hour in their own local way. For instance, in Tel Aviv, 40,000 people gathered at a pedal powered concert and 19,000 people gathered to hear Nelly Furtado sing in Toronto.*

*Many of the world’s most famous iconic structures took part, including the Coke sign in Times Square in New York, Alcatraz Jail in San Francisco, The Sears Tower in Chicago, Azrieli Tower in Tel Aviv, Tivoli in Copenhagen, The Coliseum in Rome, Jumeirah Hotel in Dubai and the lights of Brighton Pier in the UK. Even Google’s home page went black.*

#### *The future*

*Today, a global team of 12 full time staff co-ordinates Earth Hour, backed by a large team of secondees and volunteers. There are also individual teams in the various countries that participate, with more than one team in some countries. WWF leads most of these teams, although other environmental organisations are also involved. Leo Burnett, which has a global reach, is represented on many Earth Hour teams around the world.*

*In the lead-up to the historic Copenhagen Climate Change meeting in December 2009, which will replace the existing Kyoto protocol on climate change and is likely to herald a “green New Deal” Andy believes Earth Hour “sets a scene in a year in which we’ll make key decisions about the environment.”*

*“Earth Hour is a way to provide a unified global voice around the need to act at Copenhagen. I hope it’s also an opportunity for people to reflect on the fact the future is in our hands,” he says.*

#### **COULD EARTH HOUR HAVE BEEN THE BIG FLICK?**

*“Andy Ridley and I had been tossing around the idea of creating a group called the ‘Future makers’ – a community of corporate leaders who wanted to be part of making the future.*

*The idea was to get a diverse bunch of minds together on a quarterly basis. This was the stimulus for our original Hilton breakfast where the idea for Earth Hour was born.*

*“There were a number of ideas thrown around at that breakfast, and it was agreed we wanted to start something that was symbolic and was an annual event. We also wanted to get big business involved, because once we got them, everybody else would follow.*

*“We started thinking about turning off the lights along Sydney’s foreshore as a symbolic way to raise awareness about climate change and we wanted to use the media as the canvas for the idea. We called it ‘The Big Flick’.*

*“I took the idea back to the agency and we actually changed our positioning. The Big Flick was all about lights. But Earth Hour can be more than just lights – it can be whatever people want it to be; power, water, anything. The real intention is that it’s a reminder we should all do our part. My hope it’s a permanent fixture on our calendar, like Australia Day.*

*“The great thing about Earth Hour is that it’s open source. We let go of the idea more and more each year; increasingly, it’s an entity on its own. And the beauty is that no one person created Earth Hour; it really was a collaborative effort.”*

*Todd Sampson, CEO, Leo Burnett is a founding member of the Earth Hour Team*